

ELECTRICAL MERCHANDISING WEEK

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

We Made More \$\$ With White Goods

That's how this former TV and hi-fi specialist explains his success. *see page 22*

Questions, Answers

Unusually frank discussions were the highlight of AHLMA's editorial conference in San Francisco. *see page 8*

Woolworth's: We'll Never Be Undersold

This statement by the president of the 2,300-store, 50-state chain applies to small appliances as well. *see page 7*

FTC Hits Guarantees

The period of grace is over. Guarantee advertising crackdown begins. *see page 3*

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POSTMASTER: Send Form 3579 to Fulfillment Manager, Electrical Merchandising Week, 330 W. 42nd St., New York 36, N.Y.

Sagging Sixty Snags TV Too

- Early blue sky hopes of 6.5 million unit year, shaved to 6.0 in September, are trimmed again as industry sees distributor sales ending at 5.7 compared to 6.0 million last year
- Heavy inventory sits at distributor level. Retail sales are still up 7%, but wholesale movement is off 30%
- No big dumps are on horizon, but makers feel "things won't be as clean as they should be" as industry sweats through post-election and year-end promotion

The sag in the Soaring 60's has caught up with the television industry which was riding high while white goods took a pounding all through summer.

It now looks as if the industry, which had been expecting to hit 6.5 million sales and already scaled back its estimates to 6.0 million in September, may slide to 5.7 million by the year's end.

Here's a quick rundown on manufacturer expectations, from the low prediction to the most optimistic, on final distributor-to-dealer sales totals for the year:

Leonard C. Truesdell, Zenith (executive vp): 5.6 to 5.7 million, probably closer to 5.6 million.

Ross Siragusa Jr., Admiral (vp): 5.7 million.

John J. Kane, Philco (manager of television merchandising): 5.75 million.

General Electric: 5.75 million.

Edward R. Taylor, Motorola (executive vp): 5.8 million.

Fred Kopesky, Packard-Bell (director of planning): 5.8 million.

Charles J. Urban, Westinghouse (marketing manager): 5.8 million.

Peter J. Grant, Sylvania (president, Sylvania Home Electronics Corp.): 5.85 million.

Ben Abrams, Emerson (president): a figure close to 6.0 million.

Raymond W. Saxon, RCA Victor (vp, marketing): 6.0 million with a chance to top that figure.

(The most sensitive readings of the television picture are provided by distributor-to-dealer sales figures, manufacturers believe.)

What does this mean to dealers? There's some speculation that the year-end picture may soften as inventory piles up at the distributor level.

Currently, there's a 12-week supply of sets available for 7½-to-eight week selling period and combined factory-distributor inventory is up by 150,000 units over the same

Continued on page 37

Admiral Line Picks Holes, Hits High, Low, Hard



Low-end range hits deep into price market by stripping backsplash completely . . .



High-end refrigerator aims at huge families with 20-footer that's 48 inches wide and . . .



Big, two-horse cooler goes higher ticket with TV remote control. **See story on page 3.**

Japanese Boom: No End In Sight

Across the board, the Japanese economy is showing vitality with prospects of more expansion. Electrical industry continues at prosperous rate

All reports add up to the same thing: Continued growth and, perhaps, even more impact on the American market.

Following the trend set in the first nine months of this year, Japan's economy is expected to continue its expansion, according to the U. S. Department of Commerce. The Japanese industrial production industry took a marked jump in the June-August period and exports and imports remained at peak levels during that quarter, reported "Foreign Commerce Weekly," a Department of Commerce publication.

Moving along with the trend, four major Japanese electrical companies—Hitachi, Toshiba, Mitsubishi, Fuji—average an increase of 15% in their semi-annual reports (April through September).

Hitachi, Ltd., largest producer with big machinery and rolling stock sidelines, reported \$300 million in six-month sales—an all-time high—or an increase of 18% over the preceding six months.

Toshiba, second largest, came up with \$167.3 million in sales, up 7%.

Mitsubishi Electric was up 7% with \$130 million in sales.

Fuji Electric showed a 21% gain with \$49 million in sales.

Leading exporter of the group, Hitachi, recorded 6% of its sales abroad. (Household appliances accounted for 35% of Hitachi's total sales.) And Toshiba was second with 1% to 2% of its total sales in exports.

During July and August, the Japanese racked up the second highest monthly exports on record and showed the third highest total of monthly imports.

More Japanese products for the American market are being sought. McGraw-Hill World News Bureau in Tokyo reported volume inquiries for tiny (3.3 cubic feet) Japanese refrigerators.

And IBM got into the Japanese act by signing provisional licensing agreements with eight Japanese electrical concerns for domestic manufacture of punch cards.

New G-E Home Polisher: A General Purpose Tool

G-E's newest appliance, the HP-1, will polish shoes, furniture and appliances and even clean and polish windows, according to N. A. Langenfeld, G-E portable appliance marketing manager.

Equipped with two polishing brushes, a lambs wool buffing bonnet and a buffer wheel, the HP-1 will list at \$19.95.

Only limited quantities of the polisher will be made and the timing of its introduction to the specific markets in which it will be offered will be decided by regional sales managers, said Langenfeld.



Beauty And The Trade-Ins

MISS AMERICA, Nancy Anne Fleming, kicks off the NARDA—"Saturday Evening Post" refrigerator trade-in campaign at Jefferson Super Store, Ft. Lauderdale, Fla. That's Philco's Air Wrap refrigerator-freezer with her.

Cooling, But No Motors

The race toward an efficient, economical device to convert electricity directly into cooling energy is quickening

Foreign concerns are vying with Americans in the development of thermoelectric cooling devices which may lead to refrigerators and air conditioners without moving parts or coolants.

Hitachi, Ltd., of Tokyo brought out an experimental refrigerator and a water cooler, "not for sale in four or five years." And in Great Britain, Salford Electrical Instruments Ltd. announced a thermoelectric cooling unit with limited capacity (about 3.5 Btu).

What is thermoelectric cooling? By passing a direct current through the junction point of two dissimilar metallic substances, the temperature, at the junction drops. Revers-

ing the direction of the current produces heat, making the thermoelectric effect a natural for heat pumps. Most major refrigeration and air conditioner manufacturers in the United States are working on commercial applications of this thermoelectric effect.

The British company said it was aiming at a 35 Btu cooling unit, but Hitachi seemed ahead. The Japanese refrigerator is 3.4 cubic feet and capable of keeping the storage compartment at 41 degrees and the freezing unit at 8.6 degrees when room temperature is 86.

Hitachi declined to identify the metallic substance used in the refrigerator, but said it was developed by the company at "high cost."

The experimental refrigerator costs more than 20 times the cost of a conventional refrigerator, Hitachi said, and commercial production is out of the question for the next four or five years.

When Will They Check In For The January Markets?

Who'll be there when at the Winter Markets?

Rescheduling opening day of the Markets—Jan. 6-13, 1961—makes that an interesting question for Market-goers who want to be in Chicago when the industry gossip—and party-going—are hot. Traditionally, the Markets have opened on a Monday, with most of the ranking executives in the industry arriving the preceding Sunday for the usual round of parties in the Windy City.

But next year, the Markets will open on a Friday, disturbing the routine. To find out the plans of Market-goers, EM Week surveyed executives of major manufacturers by mail questionnaire. The survey brought these answers:

Who will be going in 1961? Of those

who answered, 87% of the industry executives said they will be attending the Markets.

When will they arrive? Of those who said they were going, 65% reported they will arrive before the Markets open Jan. 6; 26% said they plan to arrive during the Markets—almost half of those on Sunday, Jan. 8. The remaining 9% were undecided or were Chicago residents.

How long will they stay? Excluding the 9% undecided and Chicago resident group, 46% plan to stay a week or more. The remaining 54% said they planned to stay at the Markets four or five days.

The survey questionnaire was sent to 120 appliance-television manufacturers. Of these, 65 replied by returning the questionnaires.

Are Japanese Products Safe?

Americans don't have a guarantee of their safety, warns an Admiral vice president. His criterion for safety: Underwriters' Laboratories approval

None of the Japanese TV sets or plug-in radios is listed or approved by UL, Marty Sheridan, Admiral vice president in charge of public relations, told a meeting of the Electronics-Electrical Commodities Group of the Purchasing Agents Assn. of Chicago.

But, he went on to say, all major American manufacturers voluntarily adhere to UL standards and submit their products for thorough testing.

"Laxity in creating local laws and minimal enforcement of existing laws permit foreign electrical products to be sold here without their meeting American safety requirements," Sheridan said.

In particular, Sheridan hit out at major cities' safety inspection laws, citing Chicago, New York, Boston, Detroit and St. Louis as bad examples because they "do not have any local inspection laws covering the sale of safe or unsafe electrical appliances."

"American manufacturers who invest substantial sums annually to assure the safety of their products firmly believe the public should know that Japanese and German TV, phonographs and radios have not been approved for listing by UL," Sheridan spoke for Admiral and its brother manufacturers.

Consumers aren't the only ones hurt, Sheridan said, going on to point out a group of sufferers closer to home. "The business of many suppliers in the Chicago area as well as in other sections of the country has shrunk sharply."

And he predicted things could get worse: "Some firms will be out of business within the next 12 months unless restrictions are placed on the current free flow of low-cost Japanese finished products and components."

Sheridan backed up his prediction by citing some figures: "Japanese electronics exports for this country were up 75% for the first six months of 1960.

"According to government statistics, second-quarter shipments alone were a million dollars higher than shipments for all of 1958."

Consumer Products Share Of Credit Dollars Is Up . . .

. . . but the automobile is still king when it comes to consumer credit.

That was the key finding of the 27th annual American Finance Conference, which met last week in Chicago's Palmer House Hotel.

Statistics told the story to the meeting of independent sales finance companies (the smaller fry, not mighty giants such as GMAC).

In 1955, 82% of outstanding independent finance company credit was tied up in automobiles; less than 15% in consumer products. This year, autos will take 70%; consumer products nearly 30%.

FTC Has A New Ad Song To Sing

It's "All Or Nothing At All" with ads that mention guarantees. And this time manufacturers as well as dealers will be singing along, as FTC moves to make them clean up guarantee advertising

From now on, putting the words "guarantee" or "warranty" in your ads is waving a red flag at the Federal Trade Commission.

Not satisfied with the way appliance manufacturers and dealers have responded to a plea for voluntary compliance with its "Guides Against Deceptive Advertising of Guarantees," FTC last week told EM Week it was ready to turn the screws—screws that have been felt before in the areas of deceptive pricing and bait advertising.

"Time is beginning to run out," warned William D. Dixon, legal adviser on guides to FTC's director of the bureau of consultation. "Our monitors have been definitely alerted and are looking for guarantee ads."

In addition to ads pouring in from its nationwide and monitoring service, FTC has another way of checking deceptive guarantee advertising: Complaints, either from consumers or from businessmen themselves. "Ninety-eight cases

have come in since we issued the guide last April," Dixon said.

Not all of those cases were in the appliance field, of course. But appliances were the third most complained about—after batteries and automobiles.

What FTC wants in guarantee advertising is spelled out—all too clearly, some dealers feel—in its guide (see page 36 for full text).

Translating the legal terminology, here's what FTC says you have to do if you so much as mention the words guarantee or warranty in your advertising:

- **Tell what kind of a guarantee** is offered and how long it lasts. And this "disclosure," as FTC calls it, can't be in small print. It has to be clear and conspicuous.

Included under this general rule are a couple of specific examples of exactly how clear you have to be. For instance, you have to tell what part or parts of the product are guaranteed—and what part or parts

aren't. And you have to spell out what the customer has to do to take advantage of the guarantee: Return the product and pay service charges, for example.

- **Tell who is making the guarantee**, who is the guarantor. Is it the manufacturer or the dealer?

- **Tell how the guarantor will make good.** Will he repair? Replace? Refund? And does this guarantor have a choice of what he will do, or is it all up to the customer?

- **Spell out any hedges** that are built into the guarantee. One common one: Prorata adjustments. FTC says if adjustments depend on such things as how long the product has been used, you have to say so, spelling out exactly how the guarantor will perform in relation to how long it has been since the sale took place.

Another hedge that FTC wants clipped: Adjustments based on prices other than the ones paid by the customer. If you're going to adjust on the list price and not the sales price, you have to say so. And if that list price is a fictitious one, you'd better forget about it.

FTC is after the guarantor in this cleanup drive. And the guarantor usually is the manufacturer, Dixon said. "We know that dealers most often are running ad mats from manufacturers. But we may have to go to the dealer first to find out who the guarantor is."

Dealers will feel the turn of FTC screws in any case, though. Even if manufacturers are the ones who will have to do the actual cleaning up, dealers will have to use the purified ads. And that may not be so easy as it sounds.

"If I listed everything FTC asks for," a Washington area dealer sputtered, "I wouldn't have room for anything else."

Even worse off than newspaper advertisers, will be TV spot users. "So you've got a minute spot," the same dealer shrugged. "How much of all that can you say in a minute?"

FTC was unsympathetic, turning a deaf ear to this and other similar complaints. "If you mention the guarantee, you've got to make the disclosures," Dixon laid down the law. "If time doesn't permit the disclosures, then time doesn't permit the guarantee."

Admiral Opens A Big Surprise Package For 1961

The new line culminates \$8 million worth of effort, delivers big duplex refrigerator-freezer, Son-R remote control air conditioner, backsplash-less range and, now, dehumidifiers

Whether or not Admiral pulled out all the stops on the new 1961 line is unimportant—the point is, they pulled out plenty.

In the line-up for next year that wasn't around last year:

- A gigantic 20-cu.-ft. side-by-side refrigerator-freezer combina-

tion, with automatic defrost on both sides, an ice-maker in the freezer, 48-inch width.

- An "Imperial Son-R" two-horse air conditioner that handles all operations from across the room, just like Admiral's television. (Cautiously, Admiral made plain that

an air conditioner control won't change TV stations.)

- A two-unit line of dehumidifiers, Admiral-made with 16- and 32-pint capacities, a humidistat in the high one.

More than product is new at Admiral. The new line is unaccompanied by list prices, and there will be none later according to Carl Lantz, Admiral Sales Corp. president. "For this line, though we intend to be more competitive than ever, we decided to go without any factory suggested prices," he said.

On the slightly technical side of advertising and promotion, Admiral obtrusively switched to net capacities only on the refrigerator and freezer line. "We're right in line. No problems," said B. H. "Buck" Melton, Admiral appliance sales manager.

Technically speaking a minor triumph is contained in the 1961 low-end model R104 refrigerator and the FV104 freezer. The food-liner is all plastic, a polystyrene deep drawer of material about three-eighths of an inch thick. This liner eliminates breaker strips, and is heralded as simpler and stronger. Admiral is the first big name to break with this development, though Franklin Manufacturing Co. has been private labeling with it for a couple of years, and others are coming.

Another interesting new gambit is Admiral's "convertible" range, flat-topped, and designed for use built-in to counter or free-standing. The unit is slightly startling in its low-end forms (there are both 30- and 40-inchers) since there is no backsplash—controls are on the top surface. The stepups carry more typical, though still small, pedestal control units.

The big duplex is, of course, the big news. This is an area where Kelvinator has held sway all by itself for years. In fact, many dealers say they have the Kelvinator line in order to get the big Foodarama.

The Admiral unit has square styling, and is bigger than the Kelvinator unit in several dimensions. Its 20 cu. ft. compare with the Foodarama's 17.6. It is 7 inches wider and a little taller. It is a true duplex—the doors meet in the center and freezer and refrigerator compartments are almost identical in size. The double unit uses one big compressor.

The full refrigeration line has 10 more models, from nine to 14.5 cu. ft., full-width porcelain crispers, enclosed freezer chests, egg trays: All go all the way down the line. Choice of colors besides white are yellow, copper bronze, turquoise and pink.

The duplex is available in three models—with the automatic ice-maker and no-defrost, without the ice-maker, and with no-defrost in the refrigerator alone.

Eight freezer models include three chest and five uprights, two of them no-defrost. Uprights go from 9 to 15.2 cu. ft. Chests range from 15.3 to 23.1 cu. ft. The chests each have a special 3-cu.-ft. fast-freezing compartment. Uprights are flush-hinged, have new gaskets, copper bronze accent trim.

Wireless remote control on the Imperial Son-R air conditioner will require little explanation to anyone who ever saw a remote TV demonstrated. The device, available on just the one Royal 2-hp model, provides on and off; high, medium or low speeds; fan only, cool, cool vent and vent only controls.



North African Landing: Motorola In Tangiers

THE FARTHEST POINT for 18 distributor salesmen and their wives in Motorola's People-To-People program is checked by S. R. Herkes, left, vice president for consumer products marketing, and Edward Taylor, vice president for consumer products. Winners of the company sales contest, the salesmen are winding up a 10-day all-expense paid tour through England, Spain, Portugal and Tangiers as goodwill ambassadors under President Eisenhower's People-To-People program.

REGIONAL ROUND-UP:

A flurry of early autumn sales seemed fizzled out last week, as most dealers and distributors waited for Thanksgiving to come and go.

EAST . . . BOSTON—Appliance sales the past two weeks slumped considerably below levels of the same period a year ago, ending an earlier flurry of autumn activity. Except for washers and, to some extent, dryers, white goods were weak and brown goods generally not much better. Stereo has yet to show expected seasonal strength. The greater Lynn area and even some of the Boston market were hurt by the payroll losses in the strike against General Electric Co. Unemployment in general has increased in the greater Boston area. Most dealers reported a decline in the number of lookers and a consequent falloff in impulse buying. Dealer inventory controls were tightening.

Benjamin Jacobs, president of Shawmut Television and Appliance, Inc., Boston, reported brown goods were "holding up well" with him, but that "white goods are not holding their own." Of market conditions in general, Jacobs said, "There is a lot of pessimism in the air and it's difficult to find the causes. Saturation of the market is high and the replacement market is limited," he said. Many small dealers, he said, lost a lot of business to mass retailers "selling appliances like peanuts from a vending machine." Now even these "big operators are learning that the butter is spreading pretty thin."

Frank Archer of Archer Appliance and Television Co., Chelmsford, said: "In a general sense, business is not aggressive. Washing machines in the medium-priced range are moving best. Fewer people than ever are paying cash on the line."

According to Allan Clark,

manager of appliances, Middlesex Supply Co., Lowell, washers were among the most active goods in a "spotty market." But home laundry combinations were running into resistance because, he said, the public is afraid that if one of the units goes, the other will be a loss. Dryers as separate units are finding increasing popularity at this time of the year, he added.

John Hanley, president of Rural Appliance Center of Town and Country Utilities, Tewkesbury, stated: "We are buying pretty close to the belt because conditions are generally quite stagnant. We are giving quite liberal trade terms, but our policy now is to get our price. There was a time when we would open the door and people would rush in to buy, and we wound up just handling money. There seems to be an across-the-board weakening in the industry. Let's hope that there'll be a turn for the better after people get their minds off Thanksgiving."

SOUTH . . . MIAMI—"Business," spouted a knowing distributor quoting figures, "is spotty from city to city and spotty within the city from dealer to dealer."

Retailer reports backed him up, but competing distributors disagreed.

There was a general agreement, however, that business will be better after the election. Dealers and distributors said the year will wind up ahead of 1959.

But October sales here dropped, with downtown retailers suffering most from a six-week bus strike that cut sales 25% to 30%.

The area-wide figures the distributor quoted for the first

seven months revealed white goods down anywhere from 6% to 25%, except for dryers (up 10%). His own sales were down, too, except for wringer washers, refrigerators (up 20%), dishwashers, freezers and built-in electric ranges.

Sea Coast Appliances' Stanley Glaser reported his distributor television sales, after a dropping from June through September, doubled in October, and were running 5% ahead.

"Right now I'm concerned I haven't enough," stated Glaser. "The appliance business is depressed," he continued, "but business is going to get good. I've never seen a year, no matter how lousy business was, that it didn't pick up the day after Thanksgiving."

Cain & Bultman, statewide Zenith and Norge distributor, had the biggest October ever, according to Miami branch manager Robert A. Buescher. "Dealers are selling right across-the-board, and we sent out a bulletin congratulating them on the banner month," he responded.

Business for Gibson and Hoffman distributor W. W. York of Electric Sales & Appliances was 40% ahead, with October best for television. "We've got such good value and price that dealers are bringing the people in with advertising and sweeping their house," he asserted.

WEST . . . CHEYENNE, WYO.—Cheyenne appliance sales were booming this fall despite a small slump the first two weeks of October. Despite the slow period, all dealers reported that October sales were equal to, or above, last year.

Lyle Harsch, manager of Rancher's Appliance (Maytag

and Westinghouse) blamed "the uncertainties the people feel over the election" as the reason for the mid-October slump.

Most dealers reported that their sales volume for the year was about 5% greater than in 1959, but Harsch said his sales were 21% higher.

A good volume of business in laundry equipment was reported by all dealers. Fred Nylander, commercial manager of Cheyenne Light Fuel and Power Co. and secretary of the Cheyenne Appliance Dealers Assn., said the association has "been giving a promotional push on laundry equipment this fall and dealers are capitalizing on the weather change to convince the housewife what a burden it is to lug a heavy wash out to the clothesline."

Ed Martin, manager of Good-year Service Stores (General Electric), said single-piece laundry equipment sales were better than the combined washer-dryer units. "Our sales have been heaviest on the automatic, two-speed washers in the medium-price range."

Television and stereo sales were picking up and one dealer, the Electrical Center (Norge), reported that sales of freezers had been particularly good.

A boom in home construction has also been beneficial to the appliance sales, Nylander said. "Nearly all of the homes being built in the \$16,500 class and on up are being equipped with dishwashers," he said.

Harsch also commented that builder sales are increasing, and added "the builders are picking more appliances locally to get service guarantees on the built-ins. The home owner is beginning to demand such service guarantees."

INDUSTRY MEMO

● In most European countries, the refrigerator and washer markets are about to take off, according to Sidney Hornblow, managing director of the Service Advertising Co. of London. About 20% of the population owns them, he said, and that's the point at which "a commodity becomes a mass-market necessity instead of a luxury for the minority."

● Pleased by the reception of its 1961 line, Frigidaire announced it was recalling an additional 375 employees. It brings to 900 the number of employees recalled in Dayton, Ohio, since early in September.

● Entering the final quarter, here is how the home electronic situation stood: TV retail sales up 7.58%, radio up 20.10%, phonos ahead 16.30%. Latest industry figures are not so encouraging for other appliances. Most are way off 1959 totals. Please see page 42.



Macy's Weds Matsushita

THE RESULT: This in-store display at Macy's, New York, being inspected by Morey Matsumoto, left, executive vice president of Matsushita Electric Corp. of America, and Roland E. Kluger, Macy's assistant department manager.

THIS WEEK'S COLOR TV

MONDAY (All Times E. S. T.)

- 6 A.M. (NBC) Continental Classroom (Monday-Friday)
- 10:30 A.M. (NBC) Play Your Hunch (Monday-Friday)
- 11 A.M. (NBC) The Price Is Right (Monday-Friday)
- 12:30 P.M. (NBC) It Could Be You (Monday-Friday)
- 2 P.M. (NBC) Jan Murray (Monday-Friday)

WEDNESDAY

- 8:30 P.M. (NBC) The Price Is Right

THURSDAY

- 9:30 P.M. (NBC) Tenn. Ernie Ford

SATURDAY

- 10 A.M. (NBC) Shari Lewis
- 10:30 A.M. (NBC) King Leonardo
- 7:30 P.M. (NBC) Bonanza

SUNDAY

- 6 P.M. (NBC) Macbeth Starring Maurice Evans, Judith Anderson
- 9 P.M. (NBC) Chevy Chase



HAPPIEST PROBLEM EVER...

What to sell first...with four great features right across New General Electric Filter-Flo® Washer Line

Now, for the first time, 4 great new profit and sales-making features right across the entire line of New General Electric Filter-Flo Washers. Practical features customers will pay their money for! Demonstrate each feature shown at left and, in some models, these extras:

5 Automatic Cycles. Touch a key, turn a dial—it's that easy to get correct water temperature, speed, time for any clothes load—small or a full 12 lbs.

Bleach Dispenser—either storage or "one-shot." Other features customers want: Cold Water Wash, Cold Water Rinse, Suds Return System (optional),

Pre-Set Water Level Selector.

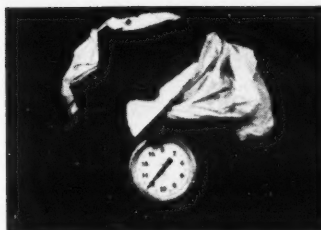
Quality you can count on! New 1961 General Electric Filter-Flo Washers—the Volumatic V-12 line—has been exhaustively tested in laboratory and home use for maximum dependability.

Matching High Speed Dryer available for Filter-Flo Washers. General Electric Co., Appliance Park, Louisville 1, Ky.

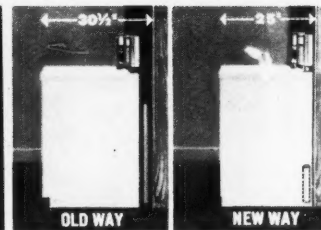
Volumatic 12

Progress Is Our Most Important Product

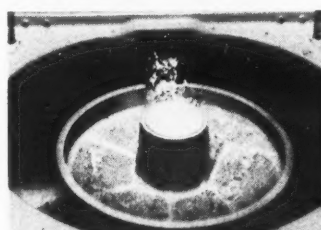
GENERAL ELECTRIC



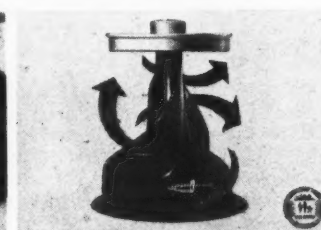
Big 12-lb. capacity. 20 percent more than ever before. Saves time, water, detergent and work.



Fits like a 'built-in.' Hoses and plumbing connections recessed in cabinet. 36" high, 25" deep.



Filter-Flo Washing System cleans and re-cleans wash water—leaves no lint-fuzz on clothes.



Better washability with a new Activator® driven by a more powerful motor. Gets clothes truly clean.

NRMA Launches All-Out Lobby

Aim of the campaign: to keep the retail store exempt from any minimum wage legislation the 87th Congress might pass

Fearful that both parties' strong support for extended coverage of minimum wage policy might go unchecked (EM Week, Nov. 7), the National Retail Merchants Assn. last week called for all good retailers to rally their influence against any such legislation.

Between now and the opening session of Congress on Jan. 4, NRMA "will hit its membership with the

seriousness of the loss of the retail exemption to department and specialty stores. At the same time we will enlist them to personally and repeatedly visit their 'home-district' Senators and Congressman," announced George Plant, manager of NRMA's personnel group and secretary of the employee relations policy committee.

NRMA plans a three-step push:

(1) Members will receive a detailed analysis of the problems which retailers would confront if they were included under the Fair Labor Standards Act.

(2) Members will be educated about the possible impact of such legislation on their own operations.

(3) Members will be urged to visit their Senators and Congressmen.

As a follow-up, the group also plans a long-term lobby program:

(1) Sen. Barry Goldwater (R-Ariz.) will speak to a top management session for retail executives at NRMA's 50th convention slated for New York's Hotel Statler-Hilton, Jan. 8-13. His topic: The outlook for wage-hour legislation in the 1961 session of Congress. At the same time, NRMA will present a plan of action for its members to follow during the new Congress.

(2) NRMA members will be urged to set aside Friday, Jan. 13—the day after the convention—for personal visits to their Senators and Congressmen in Washington.

(3) NRMA's employee relations committee, acting as a watch-dog group, will meet shortly after the opening of Congress to analyze any proposed wage-hour legislation.

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GIBSON'S PANAMA *Jet holiday* SWEEPSTAKES

100 ALL-EXPENSE
LUXURY VACATIONS
FOR YOUR PROSPECTS
AND CUSTOMERS!



Again this year, Gibson is offering your customers fabulous Panama Jet Holiday vacations to build traffic and sales for you.

From now through April 30, 100 lucky people who have registered at Gibson Dealers will receive all-expense trips via Braniff El Dorado Jet to the luxurious El Panama Hilton Hotel . . . and every Dealer who registers a winner will also receive a free Jet trip to Panama!

Entry blanks will be available only at Gibson Dealers! Winners will be determined by the Reuben H. Donnelley Corp. National advertising in Parent's Magazine and Good Housekeeping plus the greatest point-of-sale merchandising kit you've ever received will promote the Sweepstakes.

Last season's Hawaiian Jet Holiday Sweepstakes drew hundreds of thousands of prospects to Gibson Dealers. Increased promotion this year will boost entries to the million mark! Get your share of this valuable traffic!

Complete Dealer kits are available from your Gibson Distributor now!

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Gibson

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ELECTRICAL MERCHANDISING WEEK

Won't Beat Us On Price—Woolworth's

A lot of people are wondering if the chain store president's statement means that Woolworth's will become a 2,300 store chain of small appliance discount houses competing with small dealers

In a speech that he gave before the Boston Conference of Distribution last month, Robert C. Kirkwood, president of F. W. Woolworth Co., said that "while ours is not a cut-rate business, we decided that we would no longer permit ourselves to be undersold on any identical item by any form of competition operating within shopping distance of our stores."

Kirkwood explained that Woolworth's had had its share of headaches from both the discount houses and the supermarkets because of their invasion of the general merchandising field. "But, happily," said the chain store president,

"we have learned from closely observing their operations."

In answer to the competition from supermarkets and discounters, Woolworth's is "upgrading merchandise, particularly with the view of completing subdivisions already being merchandised, and adding new items and even new departments not previously handled." What's more, Kirkwood said that the company is adding "a much broader range of hardware including electrical appliances."

Woolworth's officials declined to say exactly how many of the approximately 2,300 stores would carry

electrical appliances, or what brands or prices would be featured. And no one would say exactly what action the company would take to prevent itself from being "undersold by any form of competition."

"Discount Prices on All Electrical Appliances" screams the sign over the appliance counter in one of the company's New York stores. Here are some of the appliances and prices featured in the New York store: Shetland floor polisher, \$29.-95; Sunbeam Ironmaster, \$7.67; G-E Visualizer iron, \$6.77; Sunbeam automatic toaster, \$15.88; Universal Coffeematic, \$16.89; G-E heater, \$15.89; Sunbeam heater, \$17.59; Tropicair heater, \$4.95; Toastmaster toaster, \$13.88; and a McGraw-Edison blender, \$17.95. Also on display were an electronic chord organ, \$99.95; a portable elec-

tric chord organ, \$69.95 and portable transistor radio and phonograph combination (Victor Co. of Japan), \$39.95.

Woolworth's is doing business in every state, including the two newest ones. And, according to Kirkwood, the company is "opening a new store every other business day and expects to open 150 this year."

Prices in the chain store range from pennies to \$100. Price policy has always been based on "strictly cash," but the company is now experimenting with credit.

"We are conscious of the contest that is taking place for the general merchandise dollar [and believe] Woolworth's will be in an excellent position to obtain its share," predicted Kirkwood.

Waterfalls: Tidal Wave Or Trickle

If you're thinking of taking a plunge on a specialty item, try the cascading falls—you may make a big splash with it

But then you may just as likely make no splash at all. Each store gets a different customer reaction. Just why is one of those mysteries of the public tastes. As in the pre-election scrambling last week, everyone has an opinion, but no one knows anything for sure.

"We sold close to 10,000 items," said Murray Balinon of E. J. Korvette in New York.

"Demand has dropped away to nothing this year," said Adelaide Warburg of May Department Stores, Baltimore. "It was a fad."

The basic item originated in California two years ago. Three or four shallow bowls, usually from 16 inches to 36 inches in diameter, are arranged vertically, with the water cascading from one bowl to the next larger one below it. A pump pushes the water back to the top to provide a continuous fall.

Prices range from \$200 to \$22.89. The bowls are made (in order of expense) of cement, fiberglass, metal or plastic. Depending on the store you'll find them in the garden, housewares, sporting goods, summer furniture or gift department.

Which price, which material, which department is most profitable? That depends on whom you ask.

EM Week asked Joan Kane of Jenkinson's in suburban Wayne, N. J. "The high-priced fiberglass sets are the biggest sellers. The cheap plastic ones have ruined the design."

From Korvette's Balinon, the story is just the opposite. "They finally got some plastic ones priced real down-to-earth. The three-bowl for \$22.89 was our top item."

"They started out like a house of fire, then petered out," said Stern's Vincent Vella. "The four-tiered, \$50 plastic one was our best."

"At Macy's," said buyer Carl Schnapp, "we didn't do a heck of a



G-E Displays At Grand Central Station

IN THE NEXT two months, about 250,000 people will visit the G-E consumer products display at the Merrill Lynch, Pierce, Fenner and Smith Information Center in Grand Central Station. In the above picture (left to right) H. A. Olsen, G-E vice president; C. W. Meytrott, vice president, Consolidated Edison Co.; and W. H. Sahloff, general manager of G-E's Housewares Division, examine some of the appliances on display.



LFC Moves To Larger Quarters

MORE ROOM to display Universal appliances and housewares is the big feature in Landers, Frary and Clark's new Chicago headquarters in the Merchandise Mart. Regional sales offices are behind the display area.

lot of business with them. Most of it was in the \$30 plastic sets."

There is similar variability in other selling patterns. "They sell much better in the suburban stores," said Ann Shea of Woolworth's "because they are a patio item."

"We push them for both patios and indoors," said Schnapp, "and

Herald Square in Manhattan is leading the suburbs."

"It's definitely a seasonal item," said Newberry's Donald Ross. But at Macy's, waterfalls will be in a housewares display in January.

Now manufacturers are adding wall models, simulated rock falls,

Another Refund For Exhibitors

... was the decision that the board of directors of the National Housewares Manufacturers Assn. made last month

A refund of 21% of exhibit fees will be paid to exhibitors in the July, 1960, Atlantic City National Housewares Exhibit, according to Dolph Zapfel, NHMA secretary.

"This is the 33rd consecutive refund we've made since the exhibits started in 1939," said Zapfel, "and the perfect refund record has kept NHMA exhibit fees the lowest of any national trade show, despite steadily increasing costs."

In 1961, the mid-year exhibit will be in July rather than June. NHMA's board of directors made the decision at its October meeting in Chicago after an industry-wide survey indicated a widespread lack of interest over the issue of changing the traditional July dates.

After the October meeting, board members toured the nearly completed McCormick Place, Chicago's newest lakefront exposition center. NHMA directors were impressed by the upper (main exhibit) level and the exhibit, restaurant and meeting room facilities on the restaurant level.

Every available square foot of space already has been assigned to a record 909 exhibitors for the Jan. 16-20 winter show—174 more than last year.

"We used every bit of space in the new hall," Zapfel beamed, "but we're still 500 booths short of the number that the industry wanted. This year's requests for space exceeded all expectations."

and small fountains to their lines.

But what will the market be for the falls by next summer?

Miss Kane: "The cascade type will be dead in a few months."

Balinon: "It will be a good item—a surprisingly good item."

Pick the prediction that suits you.

Frank Questions; Frank Answers

The scene: AHLMA's conference in San Francisco. The questioners: Women's magazine editors. The result: Home laundry equipment manufacturers candidly responding as they rarely do in public about some of the problems plaguing the industry

The session was called "Industry Plain Talk." And the 400 home economists and 80 industry experts participating in the conference of the American Home Laundry Manufacturers Assn. heard just that.

Some of the discourse went like this:

● "Is laundry equipment becoming too automated... a mechanical monster to many women?" asked Jane Cornish, "Good Housekeeping."

"Automation... is not the home laundry industry's invention. Fabrics are more complex... need more complex machines..." answered Frank Lindsay of Maytag.

"Our industry is still in evolution, an early stage of nomenclature

and in the education of the homemaker... case of whether to teach women to use complex machines, or make simple machines which need no consumer education..." added W. L. Hullsiek of Kelvinator.

● "Is the program washer taking the flexibility out of the homemaker's laundry job?" queried Virginia Habeeb, "The American Home."

"Laundry equipment is designed in three groups for three types of homemakers: 1) simple, for women with uncomplicated laundry tasks and/or a fear of controls; 2) machines with flexibility of control for those with a variety of washing jobs and a willingness to understand various fabrics and who want

control over the washing; 3) program machines for women with a variety of laundering needs, but who do not want to have to think about laundering techniques—just let machine do it..." said Harlan Besse, Hotpoint.

● "I can't understand why the combination hasn't done better," offered Maxine Livingston of "Parents' Magazine."

"The industry hasn't sold the convenience of the combination... needed is change of thinking by consumer and by the dealer... need dealer education and then salesmen... all must understand and appreciate the new laundering routine the combination offers as a convenience, and as a requirement..." stated Lindsay.

"The value of the dryer needs more attention... It is most time-saving of all appliances... The features and values of dryers must be taught to retail salesmen through more industry effort..." added Harry M. Kane, Whirlpool.

● "What are you doing about the state of service...? The quality of service consumers are getting is slowing up sales of automatic equipment," asked Elizabeth Sweeney Herbert.

"Four types of progress are helping with that problem... 1) design—there is an increase in the maturity of machine and component designers' thinking; 2) specifications—manufacturers have much better laboratory testing facilities for components and equipment; 3) accessibility—this problem for the serviceman is being corrected. Some manufacturers are making a designer demonstrate accessibility to parts and controls before considering a design; 4) profit—manufacturers are enabling servicemen to make a profit, are helping also with technical and management schools..." pointed out Besse.

"Another way is preventing service... Each unit of our new combination went into our customer use laboratory for 48-hour test. Before going out..." said Kane.

● "Are bleach dispensers good... will they be better?" asked Cornish.

"Dispensers came because homemakers were using bleaches badly... They still require good judgement, should make homemaker's job easier but not eliminate it..." said Hullsiek.

● "Are there too many models of laundry equipment... at too many prices?" asked Mrs. Habeeb.

"No... the manufacturer tries to please the homemaker... If the consumer is confused it is because of the dealer... Salesmen need more training in helping homemaker select a machine to meet her needs... but he has to understand and interpret her needs..." said Hullsiek.

Dealers and distributors at the home laundry conference would have noticed these highlights in the other talks which were directed primarily at home economists doing their jobs of keeping homemakers up-to-date on home laundering equipment and techniques:

Manufacturers of washers will have to reconsider the type of wash-and-wear cycles built into their machines... Women are not getting satisfactory results... With new cottons permitting hot water wash and hot air dry, changes will be needed..." according to N. F. Getchell, National Cotton Council.

"We... learn from technical people in the appliance industry that as we learn more about the important factors for washing wool, they would be happy to install special cycles for wool..." stated Wallace Russon, of the Wool Bureau.

"Numerous new methods for texturing nylon, dyeing finishing and fabrication—the result, outerwear

Continued on page 37



PLAIN TALK FROM EXPERTS was feature of conference. Above, from left, are: Harry M. Kane, Whirlpool; Frank Lindsay, Maytag; W. L. Hullsiek, Kelvinator; Frank Spangler, Westinghouse; Harlan Besse, Hotpoint; Guenther Baumgart, AHLMA president; Elizabeth Sweeney Herbert, "McCall's"; Jane Cornish, "Good Housekeeping"; Virginia Habeeb, "American Home"; Maxine Livingston, "Parents'."

Service Problem Must Be Faced...

... while the product is being designed, Los Angeles appliance meet hears. Cost of service must count in quality rating

One of the most important things an appliance manufacturer must remember is that appliances require service and adjustment, H. R. Clark, general service manager of Waste King, told engineers and technical men assembled last week in Los Angeles for the Second Western Appliance Technical Conference of the American Institute of Electrical Engineers.

Even free-standing units should be designed to be serviced in place, Clark continued.

"Space in today's homes is being rapidly filled with more and newer appliances," he explained. "Work space for service in the home has become limited."

"Recognizing this fact, service departments must influence design."

A threefold challenge was next on Clark's agenda:

- To the manufacturer: Encourage a more comprehensive service activity—one which works closely with production and design groups.
- To the project engineer: Take

heed of what service departments say; make use of product analysis reports.

● To the product service manager: Be aggressive in standing up for the role which service plays in the total product and sales picture.

The serviceman in the field, Clark concluded, is closest to the real judge of all manufacturing efforts, the consumer. The opinion and knowledge of the serviceman must be considered in product design and production. Product service departments should expand their influence wherever possible.

A way to predict service costs was offered by another speaker at the AIEE conference.

Ray Sonderup, Philco's manager of appliance quality control, defined quality as "that property of a product which creates a desire for continued use or ownership."

Service costs, he continued, must be considered part and parcel of quality production at the factory.

Use this formula, Sonderup advised, to figure out "projected field service cost": Percentage of defects, times percentage of material and labor costs for field repair, times percentage of customer complaints

So, Who's Minding The Store?

It's getting harder and harder for trip-takers to find time to tend their businesses

"It's a full-time job," puffed a New York dealer as he staggered down the steps of a Pan-Am plane, just back from a week of basking on Bahamian beaches with Fedders. "I've got to pack tonight to go to Hawaii with G-E."

Ignoring, for the moment, the pros and cons of trips, the tax question and the worry over who's to mind the store, here's a rundown of who has been where recently and what's on the slate for next year.

Fedders, winding up its 1960 junkets just last week, took 4,000 to Grand Bahama Island, 800 to Paris and some 700 to Israel. Next fall, it's Rio and St. Croix, Virgin Islands.

—equals projected service costs for each quality item.

"The sum of these factors," Sonderup concluded, "should be the actual service cost experienced by the field at some later date."

"This information can then be determined early enough to correct

Gibson, catching a breather after hosting its Hawaiian wingding in September, has a real problem: How to handle the 9,000 who've signed up for Panama City next year.

G-E is in the midst of its 1960 "Golden Value" trips: Jet jaunts to Hawaii and Caribbean cruises.

Norge takes off for Nassau in January.

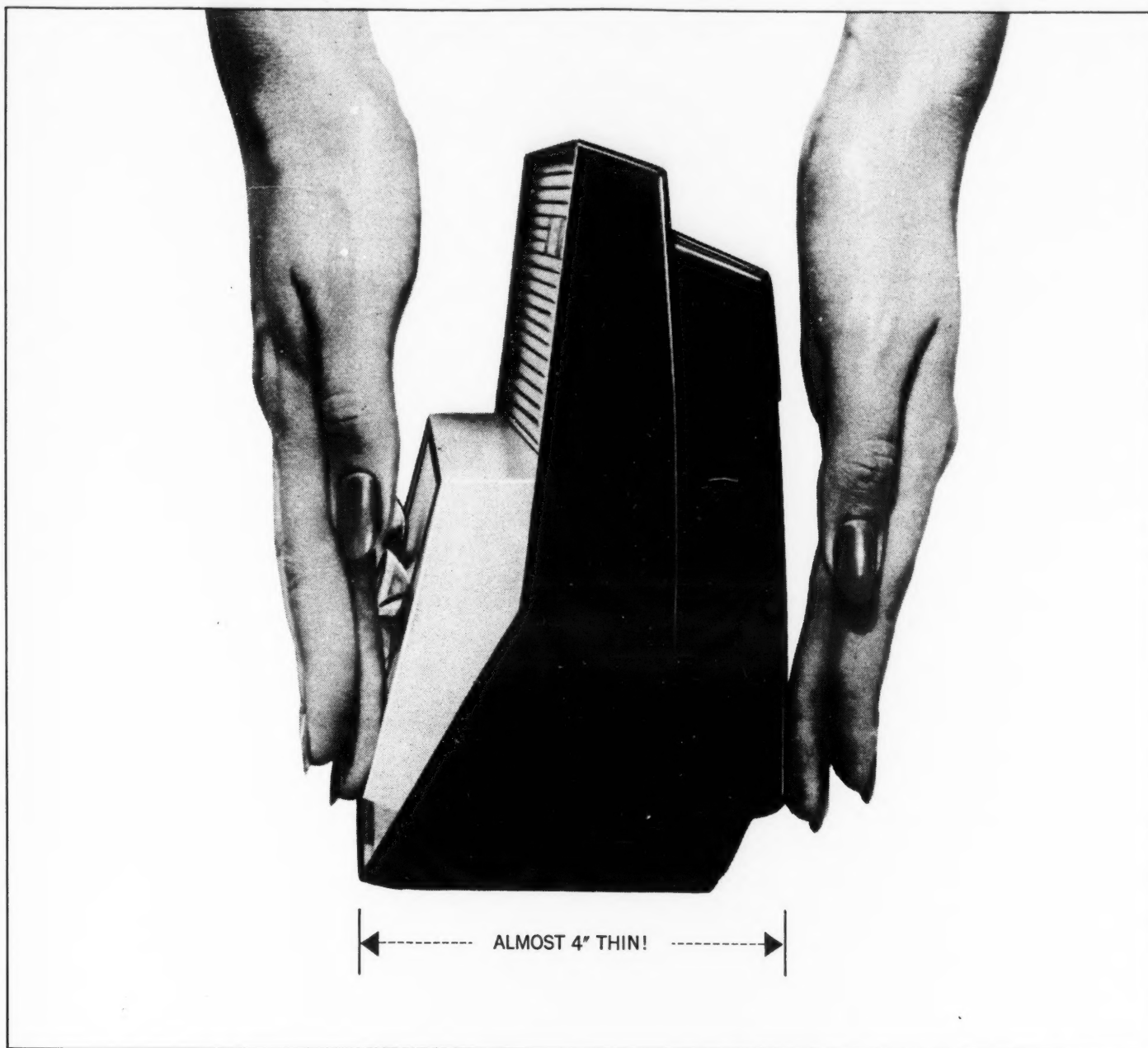
Frigidaire will send room unit dealers in November, 1961, to U. S. resort spots, Jamaica or Europe.

Whirlpool will send laundry folk to Las Vegas, Miami, Hawaii, Mexico and Europe early in 1961.

Admiral goes south of the border in March, with a six-day Mexican holiday for color TV people.

problems wherever necessary to maintain an average service cost no greater than has been established as being necessary for that product."

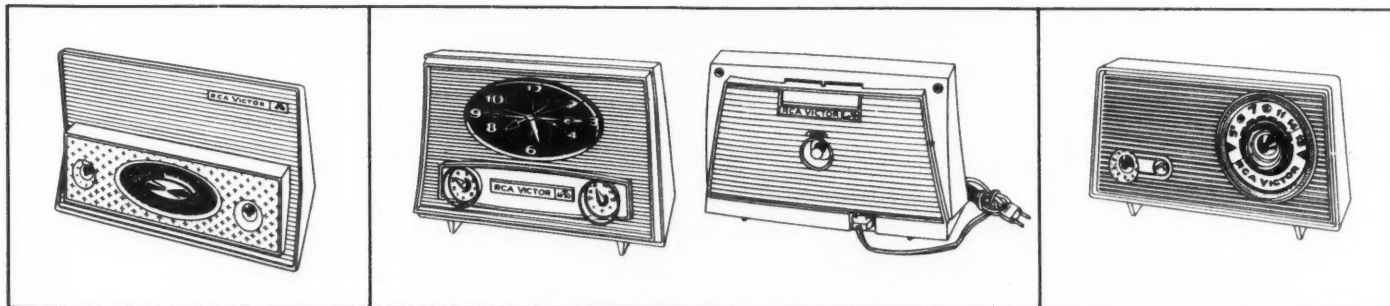
Figuring in service costs as an essential factor in the quality of a product, he added, should further quality control in all appliances.



OVERNIGHT BEST SELLERS!

Here's why new RCA VICTOR Flairline clock and table radios are such instant hits:

- Flairline styling—almost 4 inches thin!
- Beautiful decorator colors!
- Fashion-finished back! Beautiful! Smart!
- New cooler operating, longer lasting tubes—25% cooler chassis!
- RCA Security Sealed Circuits seal quality in, seal trouble out!
- Exclusive RCA Victor "Golden Throat" tone system!
- Concealed hand grip for easy lifting, carrying!



Exclusive "Filteramic" Antenna screens out man-made static! Flairline styling—almost 4 inches thin! High-efficiency 3" x 5" speaker. Beautiful color combinations. *The Charmflair* (Model 1X4)

New beauty for night tables! New Flairline clock-radios almost 4 inches thin! Automatic "Wake-to-Music" alarm . . . easy-to-read clock face . . . sleep switch. Fashion-finished back gives it customer-appeal from any angle. *The Formflair* in Shell White (Model 1C1) and *The Timeflair* in lovely pastel combinations (Model 1C2)

Fashion-wise telephone colors—smart new pastel shades that blend beautifully into any room and décor. Fashion-finished back . . . and almost 4 inches thin! *The Colorflair* (Model 1X1)

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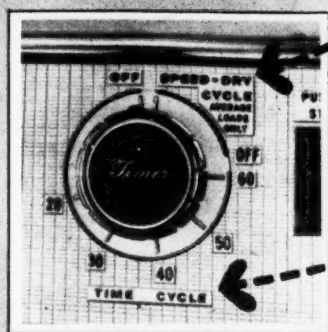


The Most Trusted Name in Radio

RADIO CORPORATION OF AMERICA

AS PREDICTED

SPEED QUEEN'S "Twin Dry" cycle has proved itself a winner on the SALES floor and in the HOME



①

AUTOMATIC "SPEED-DRY"

For NORMAL loads. Cycle is regulated automatically. Dryer stops when clothes are dry. Guards against over-drying. Eliminates timing guesswork.

②

TIME

For heavy, bulky fabrics. Dryer stops automatically according to pre-set time.



3 Electric Models
4 Gas Models

PLUS

Speed Queen's exclusive "In-a-door" Lint Trap. Handy, always visible as a reminder, easy to clean. Out in front where a lint trap should be - with the heating element to the rear where it should be - so that front of dryer doesn't get hot.

PLUS

Speed Queen's exclusive stainless steel drum. Rust-proof, chip-proof - guaranteed for life of dryer. Puts Speed Queen in a quality class all by itself!

Ordinarily, if a laundry appliance salesman has ONE strong sales closer, he feels pretty lucky. Here, with the Speed Queen Dryer, he has an unmatched combination of THREE powerful closers. With these THREE big features, a prospect CAN'T very well walk away because there's no place else to go - to get the same benefits! Hence the question: why not put these big consumer benefits to work for you and watch your dryer sales take a quick and profitable jump ahead?



SPEED QUEEN, A Division of McGraw-Edison Co., Ripon, Wisconsin.

SPEED QUEEN®

Famed for Dependability

YOUR personal BUSINESS

If you have trouble hearing — have to ask "What?" more often than you'd like—don't treat it lightly. Figuring it's just one of those things that happens to you when you pass 40. Many forms of deafness can be cured. And others can be minimized through treatment.

In the first place, always tying deafness up with old age is a fallacy. Hearing trouble can develop at any time of life—even before birth. Many babies are born with hearing defects because their mothers had German measles during early pregnancy.

A major cause of deafness in both children and adults is infection: Mastoiditis, colds, influenza, infected tonsils and adenoids, measles, mumps and so forth can damage the delicate hearing mechanism. What's more, the damage isn't always readily apparent. It may crop up later in life.

Another common cause of deafness, especially in young adults, is osteosclerosis—a locking of the tiny bone which sends vibrations to the inner ear. Generally this malady is hereditary. But its effects don't crop up until you're 20 to 40 years old.

Two types of surgery often can relieve osteosclerosis: One makes a new opening for the sound to pass through. The other gently wiggles the hardened bone until it moves. Usually a doctor will try the latter method first, since it's not such a major operation.

There's a new type of surgery that might develop into the most helpful treatment yet for osteosclerosis patients: The surgeon puts a tiny plastic tube into the ear. And this tube, in turn, can conduct sound to the hearing nerve. So far, this operation has been effective in 90% of the hundreds of cases tried.

Perforated eardrums often cause deafness. Today, a recently perfected surgical operation—myringoplasty—often can mend the damage. It works this way: A skin graft seals off the middle ear so it won't become infected and—at the same time—rebuilds a vibrating ear drum. Another very similar operation—tympanoplasty—is used in cases where the eardrum and middle ear bones have been destroyed by infection.

Even in cases where surgery and medicine can't relieve deafness, there's still hope. A hearing aid, chosen with the help of an ear specialist, can sometimes do the trick. Warning: Don't buy one on your own. Just because a particular unit looks nice on is no indication it's the proper one for your case.

Sometimes it's a good idea to attend lip reading classes—even if you have a hearing aid. Combining the two hearing helps can produce better results than trying just one or the other.

For more information on these classes—and general data on deafness—contact the American Hearing Society, Washington, D.C.

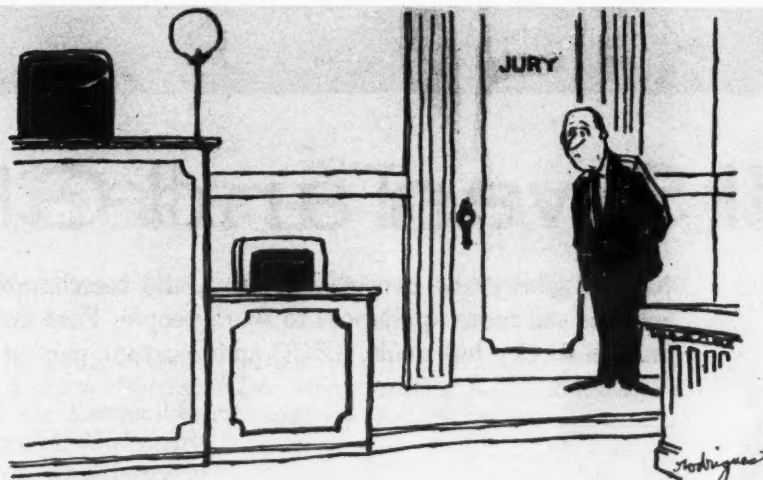
AND

Have you run into the problem of assessing "goodwill" when buying or selling a business. The Internal Revenue Service recently has changed its definition to rule out disputes over the question.

Previously, goodwill, which is a capital asset, had to be assessed, and included in the sales price. Then, the seller of the business had to pay taxes on his capital gains from the sale of his business' goodwill. And, in cases where a business depended on its owner's skill for its goodwill, that figure could be a substantial one.

Now, I.R.S. rules, in companies like the one just described, goodwill can't be considered—and taxed—as an asset that's passed along. Why? It remains with the seller—even in cases where the name of the business changes hands.

On the other hand, in cases where the business being sold doesn't rely solely on its owner's skills, goodwill can be included in the taxable price—even in cases where there's no transfer of company name.



"Alright, Mrs. Taylor, you want the frost free refrigerator and I'm giving you \$75 allowance on your old one—Mr. Gorham, you want 2 room air conditioners and I'm giving you \$50 off list on each . . ."

A DISTRIBUTOR SALESMAN



A New Illness, 'Packageitis,' Is Spreading In The Industry

This strange disease impels a manufacturer to concentrate on "The Package"—to the virtual exclusion of what goes inside the package.

There is a particularly virulent strain of "Packageritis" running through the appliance industry. The disease isn't necessarily fatal. It does seem to be highly contagious. In its chronic form, it appears to be severely debilitating. Some think that it is incurable.

The sickness causes otherwise practical and sound appliance executives to build their entire sales program on The Big Package—the red ribbons, the decalcomania stickers, the painted crests, the royal insignias, paper medals, cardboard certificates on gold-braided string hanging inside that multi-colored, plastic-lined, self-dispensing, corporate-imaged, high-fidelity, performance-tested Package—a package replete with a sponsored television program, a highly unusual premium giveaway, a black-busting advertising program and new and improved ideas about virtually everything, everything that is, except the product inside the package.

As a distributor salesman, I have been handed a seemingly unending series of these packages recently. Invariably, I have been told that after presenting The Package to the dealer, he will a) swoon with sheer joy, b) become so excited with the promotion upon reviving that c) he will "ACCEPT HIS QUOTA" and "re-order until the cows come home" because d) the premium giveaway will make The Package "sell on sight to the consumer."

I think that a good antidote to Packagitis would be for the otherwise sound appliance executives who think up these Big Packages to go out in the field and try and sell them.

They might end up like that sales manager of a large, high-powered dog food manufacturer who called an emergency meeting of all his salesmen. He reminded the salesmen that the company was sponsoring a big TV show, that they were giving away a dog collar with each box, that an illuminated sign went with each dealer order, and yet sales were disastrous. "What can possibly be wrong?" A pickle-faced salesman in the front row spoke the awful truth: "The dogs don't like our dog food."

During the past year I have handled dozens of Packages with giveaway premiums, from skin-diver's outfits to gasoline-powered model planes. Most of them went over like lead balloons. A few, very few, gave a temporary lift to sales. None of them succeeded in creating any sort of solid basis on which to build a line.

Yet the premiums and the giveaways continue to grow instead of to diminish. Radios are being given away with refrigerators. Hi-fi sets are being given away with washing machines.

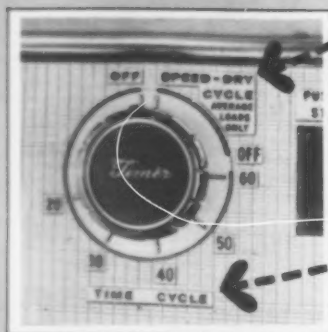
But if the dog doesn't like the dog food, or the customer doesn't like the picture quality of the television set, then all the electric can opener premiums, cellophane wrapping and Christmas ribbons will be of small avail.

It isn't that customers don't like peppermint-striped packages with pink ribbons. It isn't that customers don't like those wonderfully zaney premiums. They love them. But honest, Mr. Vice President-in-charge-of-Big-Package-promotions, most people who shop around for a television set are interested first and foremost in the television set itself.

ABOUT THE AUTHOR—The creator of this column is a well-known distributor sales manager who, for obvious reasons, doesn't want to be identified. His free-wheeling comments will appear here each month.

AS PREDICTED

SPEED QUEEN'S "Twin Dry" cycle has proved itself a winner on the SALES floor and in the HOME



①

AUTOMATIC "SPEED-DRY"

For NORMAL loads. Cycle is regulated automatically. Dryer stops when clothes are dry. Guards against over-drying. Eliminates timing guesswork.

②

TIME

For heavy, bulky fabrics. Dryer stops automatically according to pre-set time.



3 Electric Models
4 Gas Models

PLUS

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Ordinarily, if a laundry appliance salesman has ONE strong sales closer, he feels pretty lucky. Here, with the Speed Queen Dryer, he has an unmatched combination of THREE powerful closers. With these THREE big features, a prospect CAN'T very well walk away because there's no place else to go — to get the same benefits! Hence the question: why not put these big consumer benefits to work for you and watch your dryer sales take a quick and profitable jump ahead?



SPEED QUEEN, A Division of McGraw-Edison Co., Ripon, Wisconsin.

SPEED QUEEN®

Famed for Dependability

YOUR personal BUSINESS

If you have trouble hearing — have to ask "What?" more often than you'd like—don't treat it lightly, figuring it's just one of those things that happens to you when you pass 40. Many forms of deafness can be cured. And others can be minimized through treatment.

In the first place, always tying deafness up with old age is a fallacy. Hearing trouble can develop at any time of life—even before birth. Many babies are born with hearing defects because their mothers had German measles during early pregnancy.

A major cause of deafness in both children and adults is infection: Mastoiditis, colds, influenza, infected tonsils and adenoids, measles, mumps and so forth can damage the delicate hearing mechanism. What's more, the damage isn't always readily apparent. It may crop up later in life.

Another common cause of deafness, especially in young adults, is osteosclerosis—a locking of the tiny bone which sends vibrations to the inner ear. Generally this malady is hereditary. But its effects don't crop up until you're 20 to 40 years old.

Two types of surgery often can relieve osteosclerosis: One makes a new opening for the sound to pass through. The other gently wiggles the hardened bone until it moves. Usually a doctor will try the latter method first, since it's not such a major operation.

There's a new type of surgery that might develop into the most helpful treatment yet for osteosclerosis patients: The surgeon puts a tiny plastic tube into the ear. And this tube, in turn, can conduct sound to the hearing nerve. So far, this operation has been effective in 90% of the hundreds of cases tried.

Perforated eardrums often cause deafness. Today, a recently perfected surgical operation—myringoplasty—often can mend the damage. It works this way: A skin graft seals off the middle ear so it won't become infected and—at the same time—rebuilds a vibrating ear drum. Another very similar operation—tympanoplasty—is used in cases where the eardrum and middle ear bones have been destroyed by infection.

Even in cases where surgery and medicine can't relieve deafness, there's still hope. A hearing aid, chosen with the help of an ear specialist, can sometimes do the trick. Warning: Don't buy one on your own. Just because a particular unit looks nice on is no indication it's the proper one for your case.

Sometimes it's a good idea to attend lip reading classes—even if you have a hearing aid. Combining the two hearing helps can produce better results than trying just one or the other.

For more information on these classes—and general data on deafness—contact the American Hearing Society, Washington, D.C.

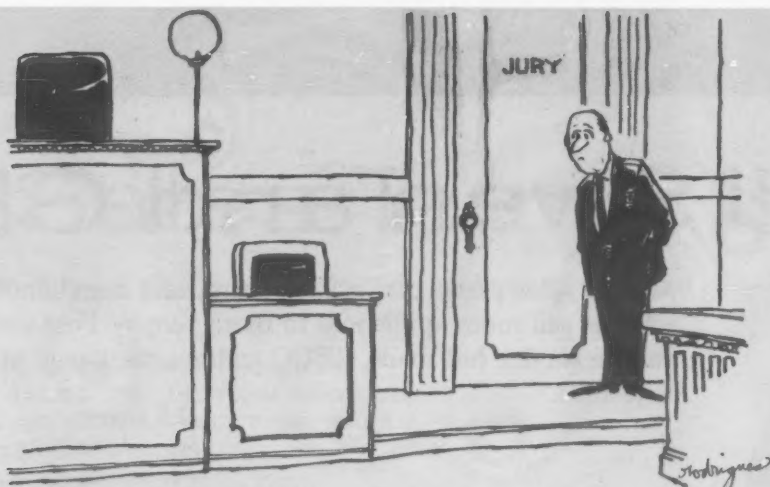
AND.....

Have you run into the problem of assessing "goodwill" when buying or selling a business. The Internal Revenue Service recently has changed its definition to rule out disputes over the question.

Previously, goodwill, which is a capital asset, had to be assessed, and included in the sales price. Then, the seller of the business had to pay taxes on his capital gains from the sale of his business' goodwill. And, in cases where a business depended on its owner's skill for its goodwill, that figure could be a substantial one.

Now, I.R.S. rules, in companies like the one just described, goodwill can't be considered—and taxed—as an asset that's passed along. Why? It remains with the seller—even in cases where the name of the business changes hands.

On the other hand, in cases where the business being sold doesn't rely solely on its owner's skills, goodwill can be included in the taxable price—even in cases where there's no transfer of company name.



"Alright, Mrs. Taylor, you want the frost free refrigerator and I'm giving you \$75 allowance on your old one—Mr. Gorham, you want 2 room air conditioners and I'm giving you \$50 off list on each . . ."

A DISTRIBUTOR SALESMAN



A New Illness, 'Packageitis,' Is Spreading In The Industry

This strange disease impels a manufacturer to concentrate on "The Package" to the virtual exclusion of what goes inside the package.

There is a particularly virulent strain of "Packageitis" running through the appliance industry. The disease isn't necessarily fatal. It does seem to be highly contagious. In its chronic form, it appears to be severely debilitating. Some think that it is incurable.

The sickness causes otherwise practical and sound appliance executives to build their entire sales program on The Big Package—the red ribbons, the decalomania stickers, the painted crests, the royal insignias, paper medals, cardboard certificates on gold-braided string hanging inside that multi-colored, plastic-lined, self-dispensing, corporate-imaged, high-fidelity, performance-tested Package—a package replete with a sponsored television program, a highly unusual premium giveaway, a block-busting advertising program and new and improved ideas about virtually everything, everything that is, except the product inside the package.

As a distributor salesman, I have been handed a seemingly unending series of these packages recently. Invariably, I have been told that after presenting The Package to the dealer, he will a) swoon with sheer joy, b) become so excited with the promotion upon reviving that c) he will "ACCEPT HIS QUOTA" and "re-order until the cows come home" because d) the premium giveaway will make The Package "sell on sight to the consumer."

I think that a good antidote to Packageitis would be for the otherwise sound appliance executives who think up these Big Packages to go out in the field and try and sell them.

They might end up like that sales manager of a large, high-powered dog food manufacturer who called an emergency meeting of all his salesmen. He reminded the salesmen that the company was sponsoring a big TV show, that they were giving away a dog collar with each box, that an illuminated sign went with each dealer order, and yet sales were disastrous. "What can possibly be wrong?" A pickle-faced salesman in the front row spoke the awful truth: "The dogs don't like our dog food."

During the past year I have handled dozens of Packages with giveaway premiums, from skin-diver's outfits to gasoline-powered model planes. Most of them went over like lead balloons. A few, very few, gave a temporary lift to sales. None of them succeeded in creating any sort of solid basis on which to build a line.

Yet the premiums and the giveaways continue to grow instead of to diminish. Radios are being given away with refrigerators. Hi-fi sets are being given away with washing machines.

But if the dog doesn't like the dog food, or the customer doesn't like the picture quality of the television set, then all the electric can opener premiums, cellophane wrapping and Christmas ribbons will be of small avail.

It isn't that customers don't like peppermint-striped packages with pink ribbons. It isn't that customers don't like those wonderfully zany premiums. They love them. But honest, Mr. Vice President-in-charge-of-Big-Package-promotions, most people who shop around for a television set are interested first and foremost in the television set itself.

ABOUT THE AUTHOR—The creator of this column is a well-known distributor sales manager who, for obvious reasons, doesn't want to be identified. His free-wheeling comments will appear here each month.

GECC HELPS



Bill Swan and GECC

"GECC sales plans, convenient terms, and merchandising know-how help me sell more appliances to more people. Fast and realistic sales finance service has made GECC an important part of my sales force since 1933."

Bill Swan,
Swan's G-E Appliances
Connellsville, Pennsylvania

During the past 27 years GECC has helped thousands of General Electric and Hotpoint dealers sell and resell more than 12 million customers.

ELECTRICAL MERCHANDISING WEEK

YOU SELL

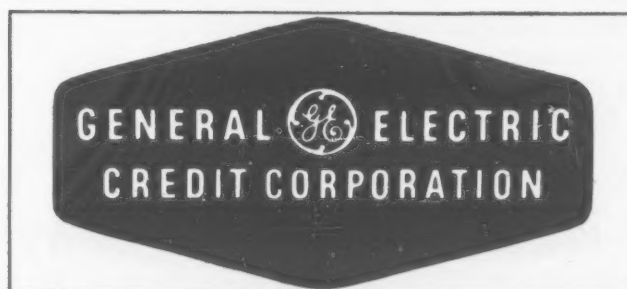


.A Sales Team for 27 Years

Check just a few of these GECC features that can help you SELL MORE and PROFIT MORE:

- ✓ LIBERAL INVENTORY FINANCING
- ✓ FREE SALES PROMOTION MATERIAL
- ✓ CUSTOMER-ORIENTED TIME SALES PLANS
- ✓ CASH OPTION PLAN
- ✓ SELL-UP PROGRAM

For further information on these and many other "credit merchandising" services contact your local GECC office or representative.





CUSTOMERS APPRECIATE the quick service provided by this National System.



ROBERT M. BOYER, VICE PRESIDENT of Willis Gas & Appliance Co., Inc.



SHOWROOM of the Willis Gas and Appliance Company, Inc.

"Our *National* Accounting System
saves us \$3,500 a year...

pays for itself every 12 months!"—Willis Gas & Appliance Co., Inc.
Terre Haute, Ind.

"Our National System is a profitable investment and it helps us gain efficiency in other ways, too.

"It cuts steps in record-keeping. Our quiet, compact National Class 42 Accounting Machine prepares a receipt, posts accounts receivable, customer's statement, and sales journal tape—all in one operation.

"Also, it distributes and controls each transaction by type of service or product. Result? We have been able to simplify tedious month-end record preparation and eliminate unnecessary overtime. In addition,

our National Accounting System saves us time because all balances are mechanically extended... eliminating lengthy manual computations... reducing mental errors.

"Best of all, our National System saves us \$3,500 a year, which means it pays for itself every 12 months!"

Vice President of
Willis Gas & Appliance Co., Inc.

Your business, too, can benefit from the many time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages in your phone book.)



THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • 76 YEARS OF HELPING BUSINESS SAVE MONEY

TRADE MARK REG. U. S. PAT. OFF.

National*
ACCOUNTING MACHINES
ADDING MACHINES • CASH REGISTERS
ELECTRONIC DATA PROCESSING
NCR PAPER (NO CARBON REQUIRED)



'I Fixed It Myself'

This personal touch is selling two used sets a day for a Denver dealer. It overcomes customers' fears of poor performance from a used set

"Used TV purchasers seem to have a lot more confidence in buying a set from the same man who actually did the repair work," says Bill Greenberg of University TV-Appliances.

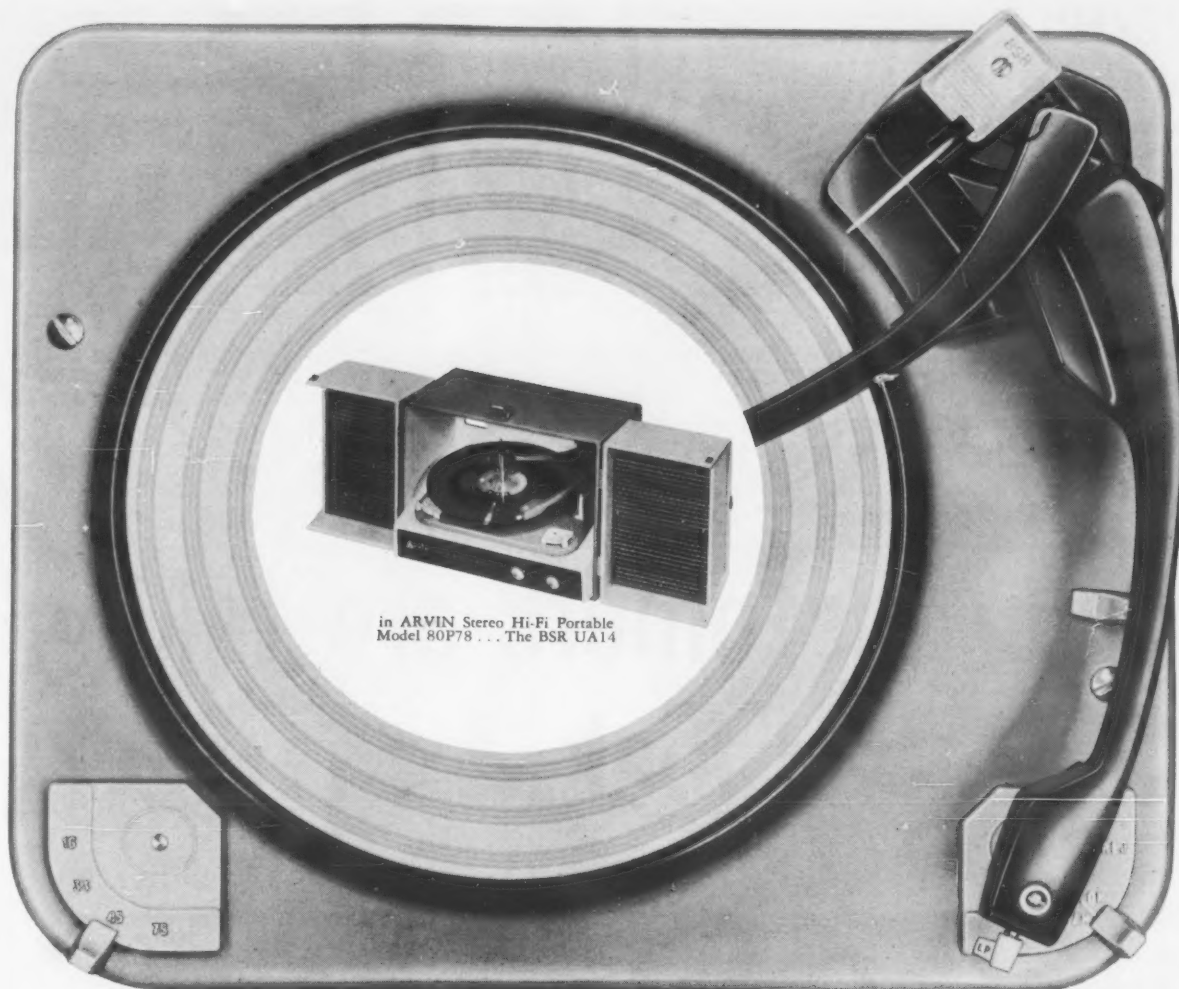
By emphasizing that he reconditioned the set himself, Greenberg feels that he overcomes the fast-talking salesman image that customers often have of an appliance dealer. To the customer, dealing with a combination technical expert-salesman seems like a guarantee.

Greenberg reinforces his dual role by keeping University TV's well-equipped service department out in the open. Often he is at the repair bench when a prospect walks in and can show him how he is fixing up a trade-in.

Just the idea that work is being done on the used set impresses customers, Greenberg has found. Most people feel that the original owners traded in their TV because they were dissatisfied with it. Therefore, prospective buyers are leery of equipment that is sold just as it came in on the trade, even if it carries a guarantee.

That's why Greenberg is quick to tell the customer exactly what he did to put a used TV back in top condition. He backs up his words by showing the customer a card, attached to the rear of the TV, which lists the repairs and tells the number of hours it took to accomplish the reconditioning.

"Even if I'm not on the bench when a customer comes in," he says, "I don't lose any time in getting across the idea that I repaired the set myself. One good way to do it is to point out a used set which the customer has apparently admired and tell him that it has a new IF coil, tuner, or such-and-such a tube. Then, I take the customer over to the repair bench where exactly the



in ARVIN Stereo Hi-Fi Portable Model 80P78 ... The BSR UA14

BUILT INTO NEW ARVIN STEREO HI-FI...

BETTER SOUND REPRODUCTION

BSR... Britain's finest, world's favorite automatic record changer... is winning new prestige and profits for Arvin dealers! BSR changers are uniquely capable! Proved "jamproof" by 550,000 consecutive record-changing cycles and by continuous brilliant performance in over 25,000,000 hi-fi homes! BSR 4-speed automatic changers will play all stereo and monophonic



records with full fidelity... play all record sizes of the same speed intermixed... play in all climates with no rust or humidity problems! Look for dependable BSR in leading lines... Arvin, Olympic, Emerson, Westinghouse, Trav-Ler, many more. "Presold" by BSR advertising in Life, Look, Post, Living, House Beautiful, House & Garden, This Week, New York Times Magazine!



in WESTINGHOUSE Stereo Hi-Fi Portable Model 66-ACS ... The BSR UA12



in OLYMPIC StereoCenter Model KB382 ... The BSR UA12



in EMERSON Stereo Hi-Fi Portable Model 937 ... The BSR UA14



in TRAV-LER Stereo Hi-Fi Console Model 1120M ... The BSR UA8

MANUFACTURED IN GREAT BRITAIN BY BIRMINGHAM SOUND REPRODUCERS, LIMITED

DISTRIBUTED IN U.S. BY **BSR (USA) LIMITED** COLLEGE POINT 56, L. I., N. Y.

In Canada: Musimart Limited, 901 Bleury St., Montreal

same kind of replacement is going on in another trade-in and point out the parts involved."

The personal touch works. University TV sells 14 to 16 second-hand sets a week—and 90% of them for \$75.

A favorable area and an active mailing program insure Greenberg his steady flow of used TV customers. He and his brother Manny operate the store in a moderate income area where most families that are looking for a second set are more likely to buy a good reconditioned set than a low-priced portable.

Greenberg strengthens this natural advantage with the year-round mailing of post cards which offer \$1 credit on the next service call or on the purchase of a used TV. He sends the cards out 250 at a time with

special mailing to all new residents in the Denver University area where University TV is located.

"From then on it is up to personal salesmanship," he says. "We make it plain that we start with high-quality sets and that we tear down and re-build each TV individually. The fact that the prospect can always see half-a-dozen TVs being reconditioned in exactly this way lends a lot of weight to the statement."

"As each of the used sets on display is switched on and demonstrated, I always have some comment to make about what was done to it, including the tubes and basic parts which have been installed. Perhaps the prospect won't understand many of the technical points. If he does, fine. If not, they are still

impressive to people who know nothing about electronics."

Greenberg has maintained a 40% gross profit and 25% net profit on sales for all his 10 years in the store, in spite of the repair work on every used set. He gives trade-in allowances only on good-looking sets that require a minimum of rebuilding.

"If possible, we attempt to get by with no equity in the trade-in," he says, "so for more leeway in the amount spent on reconditioning."

With business humming, Bill Greenberg could easily drop his repair work entirely and get along comfortably just selling. But the attention to repair, which allows him to put a personal touch on each sale, has built a good reputation for University TV and brings in \$300-400 a week in used TV sales alone.

PEOPLE in the NEWS

Pentron Electronics Corp.—Theodore Rossman was elected chairman of the board of the corporation. He previously was president. At the same meeting of the board of directors, Irving Rossman was elected president. He previously held the title of executive vice president. Irving Rossman remains president and operating head of Pentron Sales Co., Inc., a wholly owned subsidiary.

Admiral—James R. Gall was appointed sales manager—air conditioners, dehumidifiers and freezers of the Admiral Sales Corp. He replaces B. L. Stahlschmidt who re-



I. Rossman
of Pentron



T. Rossman
of Pentron



Kirby
of Airtemp



Saxon
of RCA

cently was promoted to general sales manager.

Airtemp—Thomas W. Kirby was appointed vice president—marketing for Airtemp division of the Chrysler Corp. The new position takes the place of the former post

of vice president of sales and encompasses the complete marketing function of the division. Kirby was special markets manager.

Proctor-Silex Corp.—John H. Lentz was appointed sales manager of the southeastern sales region. He was

promoted from manager of the Philadelphia sales district.

Skil Corp.—Raymond W. Pope was named service operations manager.

RCA—Raymond W. Saxon was appointed to the new post of vice president—marketing, in the RCA Sales Corp. He previously was vice president—sales, and takes on additional responsibilities in the new position.

He announced the following realignment in his staff: J. L. Albers, manager, distributor operations service; H. L. Atkinson, manager, market analysis; J. P. Bannon, manager, distributor sales; L. J. Collins, manager, special sales accounts; B. S. Durant, manager, sales planning and development—radio and Victrola; D. N. Peterson, manager, market improvement and sales training; J. K. Sauter, manager, sales planning and development—television; H. W. Shepard, manager, color TV sales development; J. M. Williams, vice president, advertising and sales promotion.

Lau Blower Co.—Glen Nance was appointed assistant advertising manager for the company. He formerly was a sales promotion writer for the Dayton Tire and Rubber Co.

Your customers are taking a second look...are you?

Could the honeymoon be over? Leading analysts say: Yes. All signs show the lawn-mower industry going through a major change. A change involving drastic reductions in power-mower brands. And many old faces are not around anymore. Other industries have experienced this. It's simply the result of people placing value over price.

Where do you stand in this picture with your mower line?

The 2nd time buyer (who as a replacement market, represents approximately 60% of all industry sales right now) started it. He's fed-up with the "cheapie" he bought last time that has cost him almost as much in service calls as its original price. He now wants a power-mower he can depend on, that starts and handles easily, that can be serviced (when it does need it) with parts that are close at hand.

Only if you have the brand that will satisfy this buyer, will you sell him. In other words, you should tie in with a brand that gives you what it takes to survive.

LOOK HOW LAWN-BOY CAN MAKE YOUR POWER-MOWER BUSINESS MORE PROFITABLE AND FREE FROM CUSTOMER COMPLAINTS:

- Full Profit through competitive discounts, freight allowances, attractive "Early Bird" discounts!
- Fastest Service On Parts through 3600 service dealers coast-to-coast—3 day delivery from our factory in Lamar, Missouri
- Superior performance with engines engineered, built and serviced by Lawn-Boy—product of famous OMC know-how in compact-power field!

- Protected Selling Areas that mean you don't sell Lawn-Boy against other L-B dealers down the street!



- Powerful big-magazine ad backing. Hi-traffic local promotions, co-op plans, selling aids, your own "magazine" to send out!
- Brand Name Acceptance through reliable product that stays sold, eliminates complaints and costly service that eat up profits
- Logical Step-Up Selling through short, graduated line packed with industry's most wanted features!

Over 7500 dealers are now enjoying Lawn-Boy prestige, profits and benefits. And maybe it's time for you to switch, too. The coupon brings all details of this top drawer franchise, without obligation. Be wise, mail it today.

LAWN-BOY

OMC ENGINES & EQUIPMENT DIVISION
Outboard Marine Corp., Waukegan, Ill.

LAWN-BOY, Dept. LEMW-110
OMC ENGINES & EQUIPMENT DIVISION
Outboard Marine Corp., Waukegan, Ill.

Tell me how I can become a LEMW-110 dealer

Name _____

Address _____

City _____ Zone _____ State _____

DISTRIBUTOR APPOINTMENTS

GLASER-STEERS CORP.—Lawrence B. Cole Co., Weston, Mass., as manufacturer's representative in New England.

ORGAN CORP. OF AMERICA—Interstate Electric Co., New Orleans.

FIDELITY ELECTRONIC CORP.—W. E. Fry Co., Inc., sales representative for the Midwest.

NORGE—G. M. Nutter Inc., Cleveland, for north central Ohio.

PENTRON ELECTRONICS CORP.—Krich-New Jersey, Inc., Newark, for northern New Jersey; Motorola-Baltimore, Inc., for Baltimore; American Wholesalers, for Washington, D. C.

GIBSON—McWhorter-Weaver, 40 central Tennessee counties, six bordering counties in Kentucky.

HOFFMAN ELECTRONICS CORP.—Gifford-Brown, Inc., Des Moines, for most of Iowa and Rock Island County, Illinois.

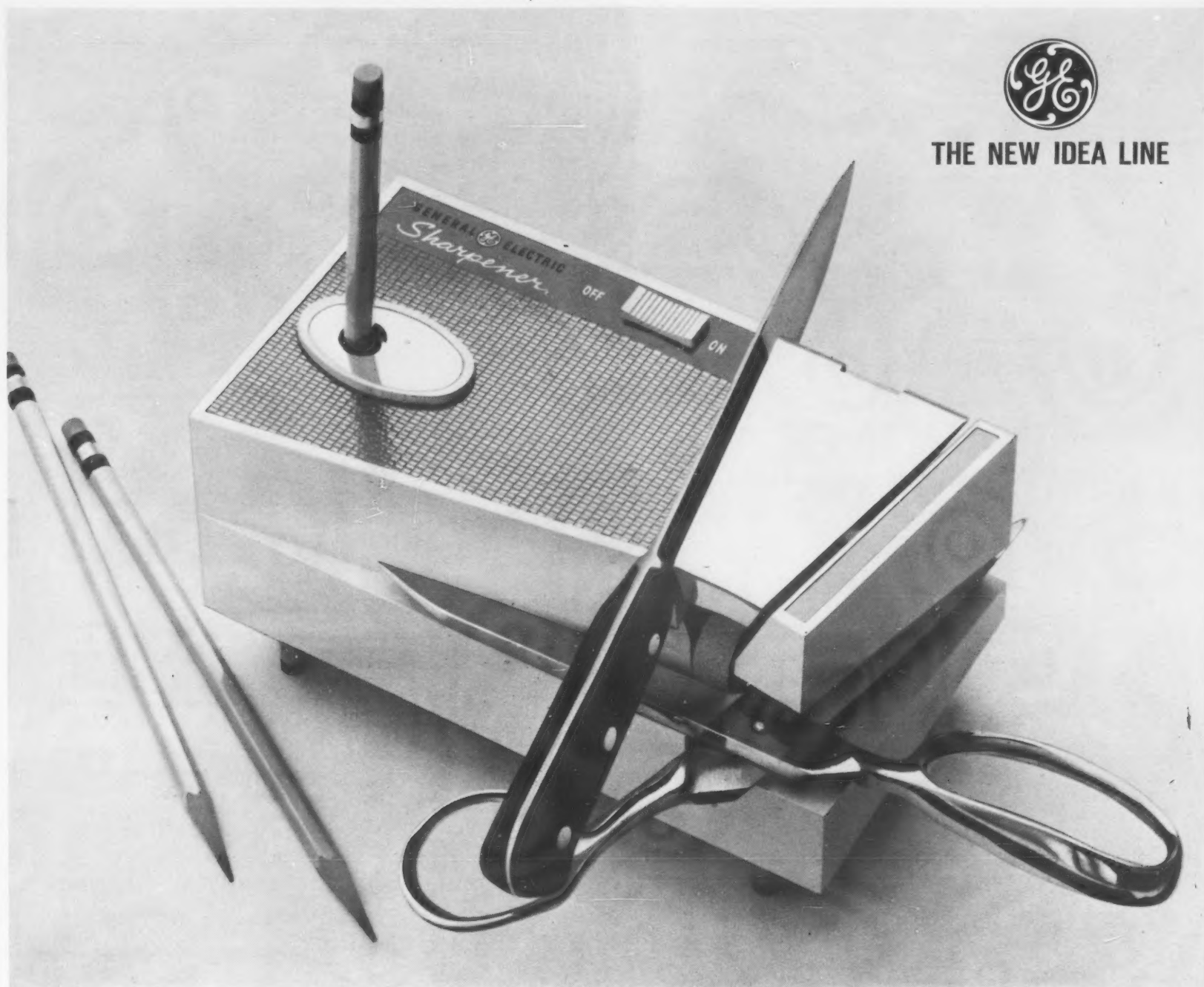
IONA MANUFACTURING CO.—H&S Pogue Co., Cincinnati; Graves-Humphreys, Inc., Roanoke, Va.; Hamilton Jobbing Co., Allentown, Pa.; Con-Roy Sales Co., Buffalo, N. Y.; Russell Distributing Co., St. Petersburg, Fla.; Westinghouse Electric Supply Co., Seattle.

VOICE OF MUSIC—Lee Electronics, Inc., for Burlington and Trenton, N. J.

PERMOFLUX PRODUCTS CO.—Stan Cluphf Associates, representatives in Billings, Lewiston and points east to Montana border; southern Idaho from Twin Falls and Challis east to border; Utah; Wyoming; Colorado; New Mexico and El Paso, Tex.



THE NEW IDEA LINE



The new General Electric Sharpener sharpens knives, scissors and pencils!

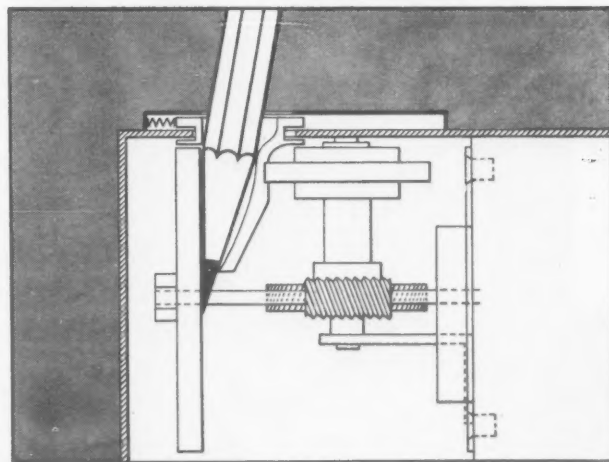
A unique new gift item—needed in every home. No one can switch your customers away from the amazing new General Electric Sharpener because there's nothing else like it on the market! It's the first and only sharpener that sharpens knives, scissors *and* pencils electrically.

Every house needs one—every person, man or woman, who enters your store is a ready prospect. And you'll find prospects fascinated by a demonstration. Put this new traffic builder in stock and start getting more profit out of your store traffic. See your General Electric distributor right away for details. General Electric Co., Portable Appliance Dept., Bridgeport 2, Conn.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

NOVEMBER 14, 1960



Just drop pencil in the self-aligning holder and you have a perfect point in just a jiffy. Scissors can be ground *without* taking them apart and Magnetic Guide assures perfect, sharp edges on knives every time.

TAGGED FOR

NEW HOTPOINT ALL-FABRIC TOUCH COMMAND WASHER

*Amazingly Simple...Simply Amazing...
It's All-Pushbutton!*

One look at the new 1961 Hotpoint Touch Command automatic tells you here's a washer designed for modern washing—and profitable selling. Set in its unique free-span control panel are pushbuttons for every washable, just touch the one that matches the fabric load, and Hotpoint takes over. Your customer gets proper wash and rinse times, temperatures and speeds for anything from diapers to delicate synthetics—automatically... at the touch of a single button. And Touch Command comes in distinctive new Windsor Gray! Sell up to the all-new Hotpoint Touch Command for 1961!

Check all these other powerful step-up features:

Automatic Dual Dispenser for
bleach, rinse conditioner

Wrinkle-free washing for all
fabrics

Full-time Underwater Lint
Filter

3-Level Fill Control saves
water on partial loads

Automatic detergent
dispenser

4 Indicator Lights lets you
see progress of wash cycle



Distinctive New Free-Span Design!



Custom Crest Pair
Models LW195-LB195

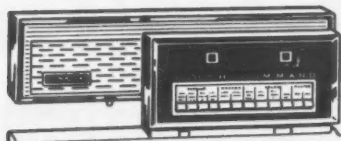
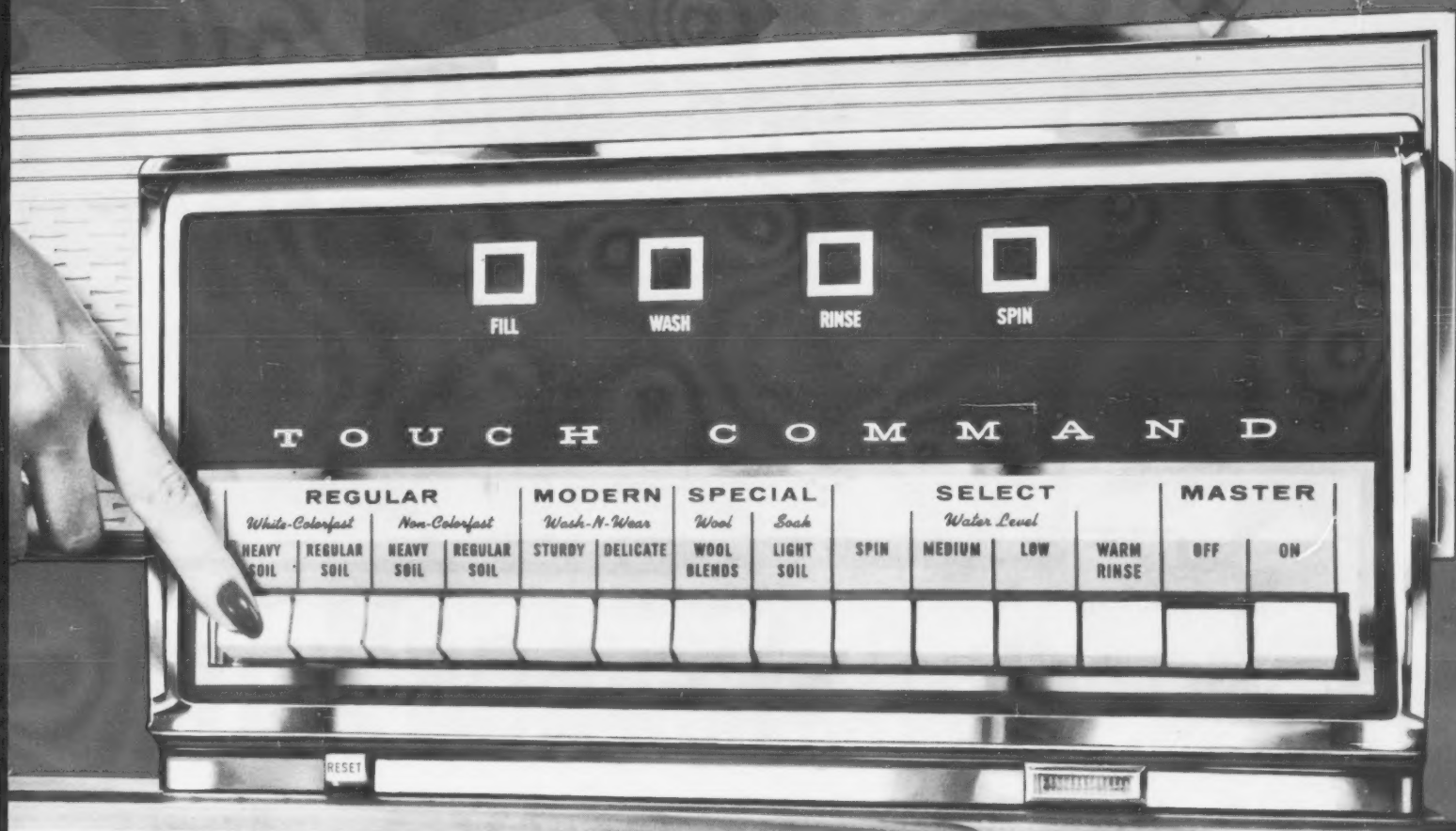
ONLY HOTPOINT GIVES YOU
SUCH A COMPLETE LINE

*and every model is
ALL PORCELAIN
inside and out!* →

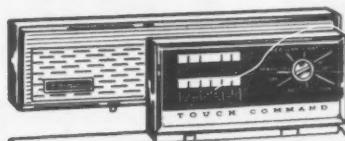


A Division of General Electric Company
Chicago 44, Illinois

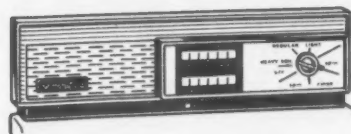
R Profit!



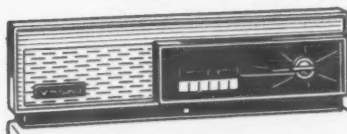
Model LW190—Touch Command all-pushbutton washing with Free-Span styling.



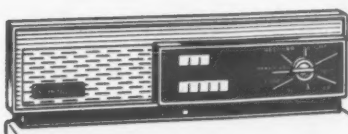
Model LW180—Touch Command pushbutton and 3-cycle dial control ... with Free-Span styling.



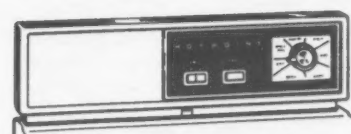
Model LW170—Four-speed flexibility plus 6 combinations of water temperatures.



Model LW160—Two wash and spin speeds plus full selection of water temperatures. Available with Suds-Stor Water Saver, Model LW1606.



Model LW141—Six combinations of water temperatures, 3-way partial load control, 3-cycle dial.



Model LW140—Pushbutton water temperature selection, partial load control. Available with Suds-Stor Water Saver, Model LW1406.

point

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALL® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

NORTH ZONE
41 DIFFERENT DEALERS
239,833 Sunday Tribune
circulation

all
the color
of the
Series

every game of the World Series in exciting color on

RCA VICTOR
COLOR TV

See every game of the World Series in exciting color on

RCA VICTOR
COLOR TV

GET A GIANT TRADE-IN FOR YOUR OLD TV AT ANY OF THESE DEALERS

<p>LAKEVIEW L. J. Smith 1000 North Lincoln Chicago, Ill. 60610</p> <p>LAKEVIEW L. J. Smith 1000 North Lincoln Chicago, Ill. 60610</p>	<p>LAKEVIEW L. J. Smith 1000 North Lincoln Chicago, Ill. 60610</p> <p>LAKEVIEW L. J. Smith 1000 North Lincoln Chicago, Ill. 60610</p>	<p>LAKEVIEW L. J. Smith 1000 North Lincoln Chicago, Ill. 60610</p> <p>LAKEVIEW L. J. Smith 1000 North Lincoln Chicago, Ill. 60610</p>	<p>LAKEVIEW L. J. Smith 1000 North Lincoln Chicago, Ill. 60610</p> <p>LAKEVIEW L. J. Smith 1000 North Lincoln Chicago, Ill. 60610</p>
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NORTHWEST ZONE
35 DIFFERENT DEALERS
200,903 Sunday Tribune
circulation

all
the color
of the
Series

every game of the World Series in exciting color on

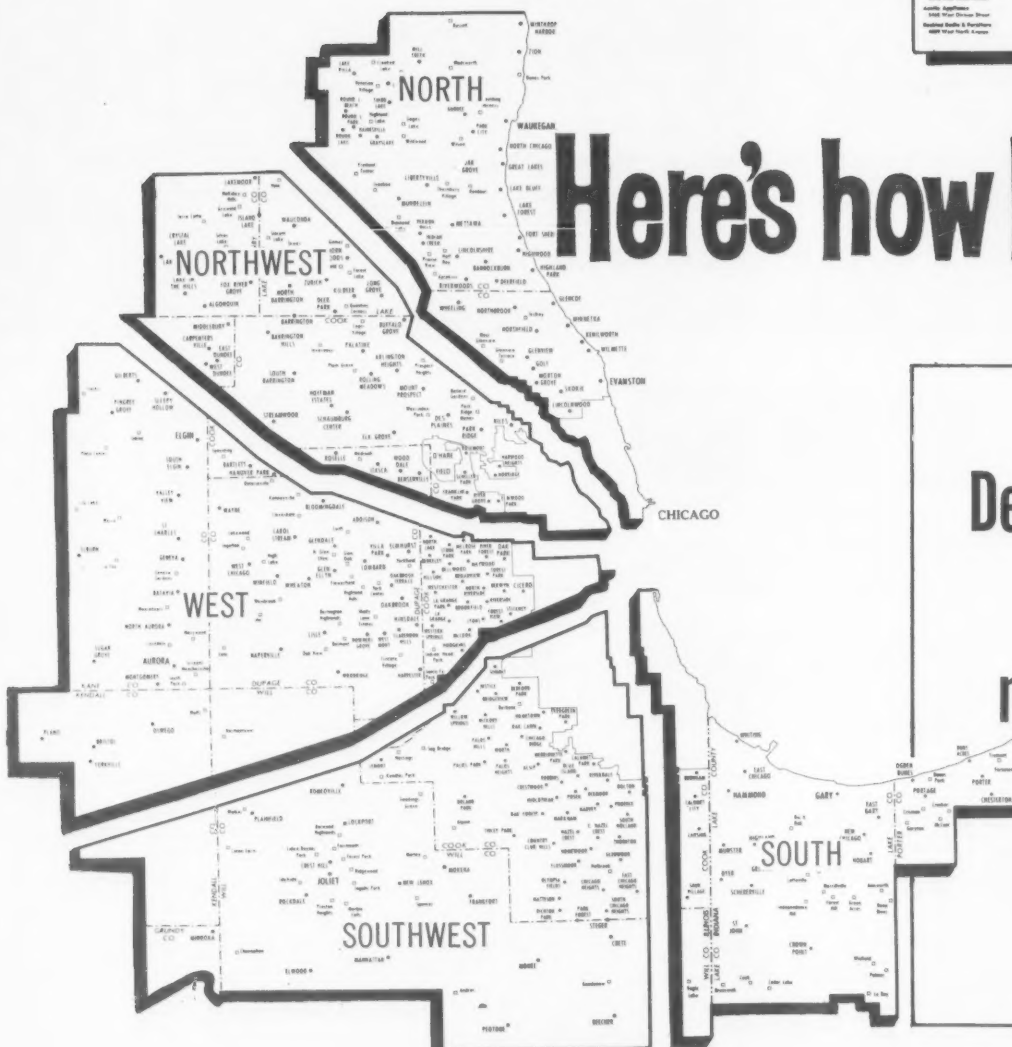
RCA VICTOR
COLOR TV

See every game of the World Series in exciting color on

RCA VICTOR
COLOR TV

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Here's how RCA VICTOR

Dealer-Zone advertising
gives local
neighborhood impact
to this market-
wide promotion



all the color of the Series

See every game of the World Series in exciting color on

RCA VICTOR
COLOR TV

GET A GIANT TRADE-IN FOR YOUR OLD TV AT ANY OF THESE DEALERS:

WEST ZONE
43 DIFFERENT DEALERS
218,042 Sunday Tribune circulation

SOUTH ZONE
39 DIFFERENT DEALERS
130,578 Sunday Tribune circulation



all the color of the Series

See every game of the World Series in exciting color on

RCA VICTOR
COLOR TV

GET A GIANT TRADE-IN FOR YOUR OLD TV AT ANY OF THESE DEALERS:



all the color of the Series

See every game of the World Series in exciting color on

RCA VICTOR
COLOR TV

GET A GIANT TRADE-IN FOR YOUR OLD TV AT ANY OF THESE DEALERS:

SOUTHWEST ZONE
49 DIFFERENT DEALERS
220,865 Sunday Tribune circulation

gets 5 full color ads for the price of 1 in the CHICAGO TRIBUNE

Scattered sales promotion seldom hits the target in the competitive Chicago market. Chicago is too big; its potential too great.

That's why an experienced advertiser like RCA VICTOR relies on the Tribune's famous Dealer-Zone Plan to concentrate and control its Chicago promotion. Here's how it works:

Split circulation gives dealers greater support

On Sunday, the Tribune's huge circulation is split into five separate zones in the city and suburbs. On Thursdays, there's a three-way split.

With the single color ad shown above, RCA was able to pack more powerful local impact into its promotion by using a different list of dealers in each of the five zones. Each dealer received the strongest possible selling support in his own trading area, yet RCA retained complete control over the advertising program.

More space for your sales message

Take a closer look at these RCA color ads and you'll find a total of 207 dealer listings. Crammed into a single ad, they'd fill

two-thirds of the page! RCA would have to squeeze its selling story into the remaining one-third.

Thanks to the Tribune's Dealer-Zone Plan, RCA has plenty of room to put its points across. At the same time, dealers get a larger individual listing and a closer identity with this eye-stopping ad.

Manufacturers and distributors have invested millions of advertising dollars in this common-sense plan. Dealers back it enthusiastically because they've seen it work time and time again to produce more sales and traffic in their stores.

Tribune provides many extra services

Dealer-Zone advertising works in Chicago because the Tribune has the sales power needed to put it in action. In planning your Chicago promotions, call in a Tribune representative early. He can supply vital marketing information, conduct briefing meetings for your staff, help you line up participating dealers. Most importantly, he can help you prepare a Dealer-Zone Plan to move more merchandise for you in the nation's second-largest market.

MORE READERS...MORE ADVERTISING...MORE RESULTS—

THE TRIBUNE GETS 'EM IN CHICAGO!

CHICAGO 11
N. A. Hagman
910 Tribune Tower
Superior 7-0100

NEW YORK CITY 17
C. E. Leeming
220 E. 42nd St.
Murray Hill 2-3033

DETROIT 26
W. E. Bates
1916 Penobscot Bldg.
Woodward 2-8422

SAN FRANCISCO 4
Fitzpatrick Associates
155 Montgomery St.
Garfield 1-7946

LOS ANGELES 5
Fitzpatrick Associates
2460 Wilshire Blvd.
Dunkirk 5-3557

BEFORE

Main display floor in Bill Robinson's TV City was crowded with electronics goods; limited appliance inventory was at rear of store.



AFTER

Convinced that he must diversify to survive, Robinson expanded appliance stock, moved white goods up front and gave them 50% of floor space in his Oakland, Calif., store.



This TV Dealer Made Money By Going

Robinson believes the day has come when few if any retailers can continue as specialists in consumer electronics.

That's why, during the past year, he has been concentrating on broadening the base of his 8-year-old TV-hi-fi concern, "TV City" in downtown Oakland. He has done it by establishing a full-scale major appliance business plus a limited furniture operation in conjunction with TV-hi-fi and electronic organs.

So far, this diversification is producing an extra \$16,700 average monthly volume while Robinson's TV-hi-fi business remains steady. From a profit point of view, the diversification has been even more advantageous than the extra volume would indicate, as Robinson will explain later.

Appliances were brought to life from a state of practical hibernation. For 3 years, TV City had carried some white goods, but inventory never exceeded \$5,000. With a turnover of six times, volume averaged \$30,000 a year. Only the Admiral line was featured.

In 1959, TV City became "TV & Appliance City." Robinson took these four steps:

Full appliance lines were added. Robinson took on the G-E line plus the Maytag laundry line. Inventory of white goods increased to \$40,000 and has leveled at that point.

Appliances were given about one half the 6,000 sq. ft. of display in the main section of the store, and brought up along one side to the front

where they got one window for display. The space left for TV and hi-fi still permitted more than 100 units to be displayed.

Advertising and promotion campaigns were started to build appliance volume. At least one half the store's advertising budget, approximately \$2,000 a month, was allocated to appliances.

Used appliances became a special feature of the store. Using a steady program of classified advertising appealing to the lower income groups and newcomers to the area, Robinson developed his basement used-appliance department to the point where it has brought in as high as \$2,500 in volume in one month with an average gross profit of 50%.

This program put Robinson firmly into the major appliance business. At his present level of sales he will gross about \$200,000 from white goods during 1960—a five-time turnover of inventory. But, profitwise, the move to a full scale appliance operation has been more favorable than the increase in volume alone would indicate. This doesn't mean that Robinson is realizing a high gross from white goods—instead he is selling in a highly competitive market where most dealers get only a little more than 20% gross. It does mean that adding this appliance volume as a diversification is improving his overall profit picture. He has increased his appliance volume from around \$30,000 to the \$200,000-plus level without extra rent and

without any increases in his staff.

Robinson has held his TV-hi-fi business at a level pace, down a little but no more so than for the other dealers in that market. This TV-hi-fi business, however, is now being done with \$40,000 less inventory—the cost of the sets that once were displayed in the area now devoted to appliances and furniture. That has improved his turnover of investment and lessened the need for flooring. In addition to those improvements in his TV-hi-fi profit structure, there is indication that TV & Appliance City may increase this consumer electronics business slowly in the months to come—getting customers from the fraternity of TV-hi-fi specialists whose group Robinson just left. As appliances sales increase, the store is getting customers who have been buying their TV-hi-fi elsewhere. The very factors that once cost Robinson TV-hi-fi business are now expected to work in his favor.

Another advantage has been the chance to expand into a limited furniture stock. "To do any business in single pieces of furniture a dealer has to have appliance customers. They are the prospects for a chair or bed or divan because they are working on the furnishing of their home. TV-hi-fi customers do buy furniture, but not enough to support a department," says Robinson.

A limited furniture line made its debut at TV-Appliance City in April 1960. The limitation is an important feature of this second step in Robinson's plan to diversify profitably. He

An Electric Show In A 'Garage' Pulls 35,000



The Electric Assn. of Reading transformed Metropolitan Edison's new vehicle storage building into an electrical wonderland (left) in staging its successful "Electarama"

Once inside the converted garage, show visitors had an opportunity to examine new products, inspect working models of products of the future, and watch live demonstrations of dozens of appliances.

The best measures of the success of last month's show are the attendance figures. Original estimates were that 20,000 persons would attend. Final figures, however, indicate that over 35,000 people attended the four-day exposition.

Exhibitors got considerably more than they had hoped for in the way of immediate results. Over 3,000 qualified leads were obtained and orders for \$100,000 worth of merchandise were placed during the show.

To spur attendance, the association used a variety of devices. A series of newspaper ads and radio and TV announcements were used before the show opened and free tickets were distributed at key shopping

areas in the Reading region.

Attendance prizes were highlighted by a top award of "free electricity for a whole year." The association picked up the tab for this award, and also arranged for a series of other prizes which included electric wrist watches, radios, shavers and gift certificates for appliances.

Local school children in science, home economics and industrial vocation courses were taken through the show as a part of their classroom activities. Civic clubs attended as groups after being urged to do so by the Junior Chamber of Commerce (which manned the show's concession booth).

To open the show, the association arranged a motorcade through downtown Reading, after which city officials participated in a formal ribbon cutting ceremony.

Seventy-three exhibitors occupied the 125 exhibit spaces in the 23,000-square-foot building. Among the products shown were microwave cooking, outdoor lighting, patio cooking carts, electronic clothes dryers, electric toys and games, a Gold Medallion home, home shop tools, hi-fi and stereo sound systems, electric heating and cooling equipment, closed circuit and color TV, electroluminescent lighting, electronic business equipment, electric equipment for the farm, a display of atomic power at work—and an electrically heated dog house (see picture below).

Over 5,000 persons attended a demonstration called "Light Sorcery" which traced the development of light from Edison's day to the present.

Regular radio broadcasts were made direct from the show and two Philadelphia television stations covered the exposition on their newscasts.

Exhibitors paid \$100 per booth for spaces which were 10-feet square.



ATTENTION GETTERS included electric cars and an electric dog house, which was sold within 15 minutes after it was put on display. Show visitors were offered demonstration rides in electric car.



CHECK THESE OUTSTANDING KITCHENAID PORTABLE DISHWASHER FEATURES

Service for ten and more	*
No hand-rinsing	*
Revolving power wash and double rinses	*
Self-cleaning dual strainers	*
Sanitized hot-air drying	*
Dual fill-drain connector	*
Exclusive start control	*
No installation or plumbing expense	*
Guide bar for easy movability	*
Toe space all around	*
Rolls easily—over carpets, too	*
Sectional top racks	*
Cool, quiet operation	*
Costs less to operate	*

With KitchenAid dishwashers you sell the same top-performance features ...portable...or built-in!

KITCHENAID PORTABLE GIVES DEALERS A PLUS SALES POTENTIAL

Anyone can enjoy the freedom from dishwashing drudgery that automatically goes with owning a KitchenAid dishwasher. Up until now it was not practical for the non-owning homemaker to have an automatic dishwasher because of installation expense. Now it is not only practical; it is economical. With KitchenAid's full line there is a KitchenAid for every kitchen, either portable or built-in. Permanent installation is not needed with the portable ...and it goes with the family when they move.

See your KitchenAid distributor for a complete package of advertising, promotion and display material.

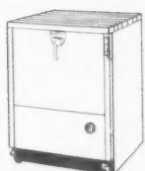
KitchenAid®

the dealer's dishwasher

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



KitchenAid KD-2P, top-loading portable



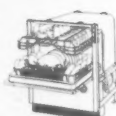
Convertible-portable

KitchenAid KD-52P, front-loading convertible-portable—for your customers who plan to build or remodel but don't want to wait until then for a KitchenAid. Today it's a smooth-rolling portable with hard maple cutting top. It hooks up in seconds...can be converted any time for permanent installation.

Whether permanently installed or portable, every KitchenAid dishwasher has the same superior qualities. An unmatched record of customer satisfaction has truly made KitchenAid—the dealer's dishwasher. The Hobart Manufacturing Company, KitchenAid Home Dishwasher Division, Dept. KEMP, Troy, Ohio.



Built-in



Free-standing

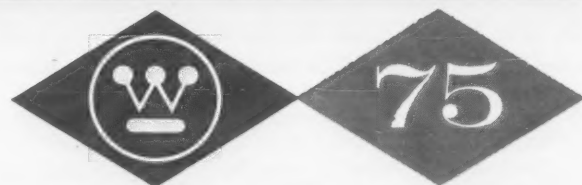


Dishwasher-sink



Counter-height

To celebrate
75 years of
leadership in the
electrical industry,
Westinghouse
has created
the appliance
gems
of
1961



Westinghouse Diamond Jubilee

PRESENTING THE FRESH...THE BOLD...THE BEAUTIFUL



A. WESTINGHOUSE FROST-FREE CENTER DRAWER REFRIGERATOR. *So easy to use . . . see into . . . reach into.* Keeps meat fresh 7 days without freezing. Keeps vegetables crisp and store fresh in their own special cold zone. Entire refrigerator is frost-free in all three sections—Refrigerator, Freezer, Center Drawer.

D. WESTINGHOUSE MOBILAIRE® AIR CONDITIONER. *Rolls everywhere . . . installs in minutes without tools.* Plus great new features: Customatic Comfort Control, adjustable no-draft grilles, adjustable thermostat. Maximum dehumidification. Whisper-quiet operation. Heavy-Duty models with Power Plus Penetration for hot, humid climates also available.

B. WESTINGHOUSE 1961 ELECTRIC RANGE. *First for simple cooking.* Surface controls "fine tune" any degree of heat. Easy-to-set automatic Electric Timer. Roast Guard keeps meat hot, juicy, tender for hours after it's cooked. *First for easy cleaning.* Oven door lifts off. Surface Units and Oven Heaters plug out.

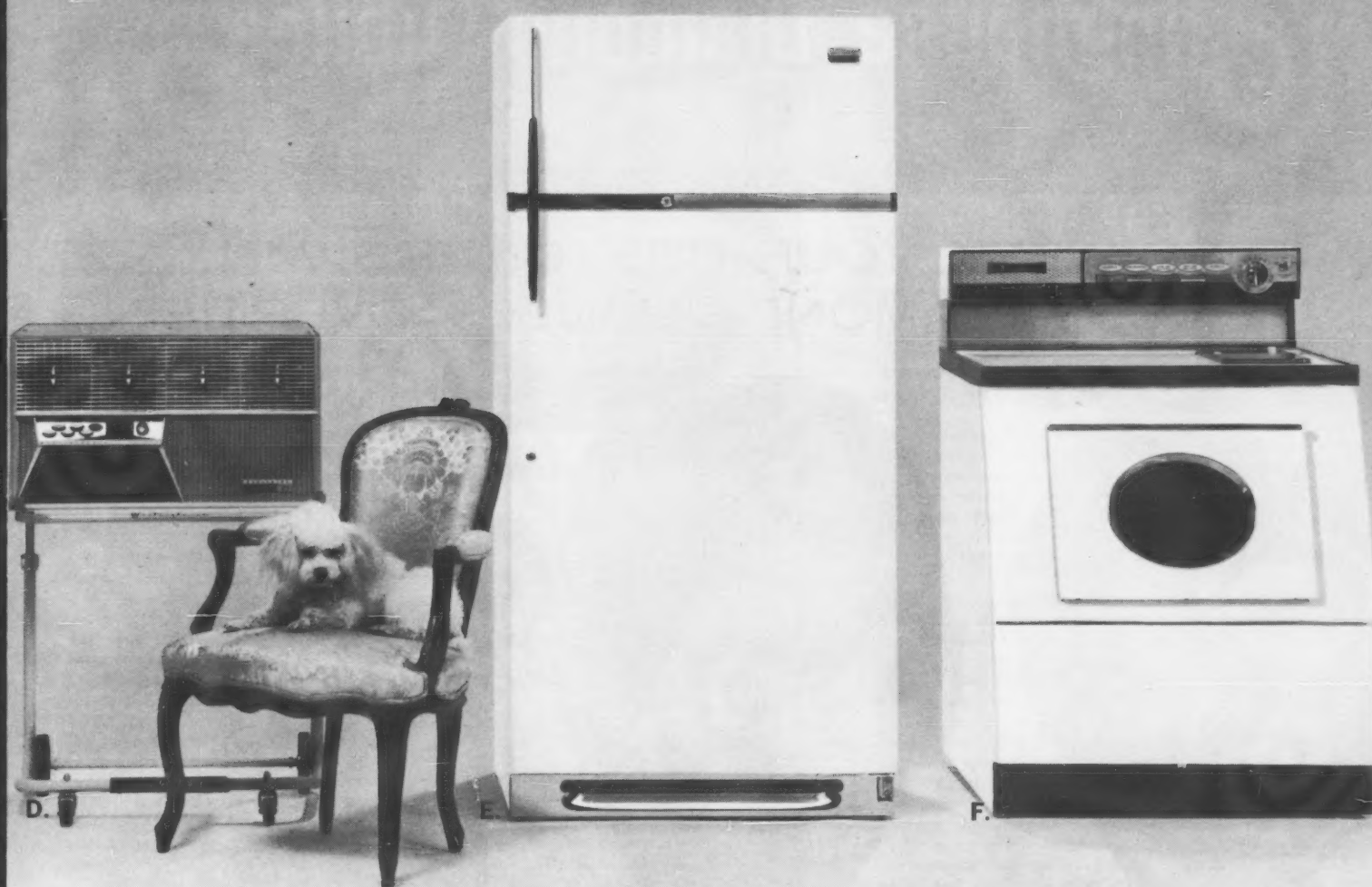
E. WESTINGHOUSE "SELF-DEFROSTER" FREEZER. *Easiest aid to defrosting ever.* Just snap the switch . . . ice and frost melt away. No more messy hot water pans and ice chopping. Big 440 lb. capacity. "Air-Sweep" Shelves freeze faster . . . let you quick-freeze in any compartment . . . Big Roll-Out Basket . . . 3-Year Food Spoilage Warranty at no extra cost.

C. WESTINGHOUSE ROLL ABOUT DISHWASHER. *Needs no installation.* Multi-Use Faucet Connector lets user draw tap water while dishwasher operates. Only Westinghouse has the Hot Water Booster that heats water to 140° before dishwashing begins . . . the Hotter the Water the Cleaner the Dishes.

F. WESTINGHOUSE LAUNDROMAT® AUTOMATIC WASHER. *More Washing Power for Cleaner Clothes.* Lifts, dips, tumbles and plunges clothes in and out of hot sudsy water. 2 deep rinses in fresh, clear water. Saves up to 10 gallons of water . . . uses half as much detergent and bleach. Weighing Door, Bleach Dispenser, self-cleaning Lint Ejector. Matching Electric Dryer, too.

WESTINGHOUSE 1961 DIAMOND JUBILEE APPLIANCES

Every one guaranteed by Good Housekeeping



A SPECTACULAR INTRODUCTION TO A SPECTACULAR LINE



Out January 20th, the February Good Housekeeping (readership 12,350,000) will feature this full-color Diamond Jubilee Appliance center spread, with a 16-page full color product presentation bound right in. A powerful selling tool that will pre-sell customers and send them to your store looking for the FRESH . . . the BOLD . . . the BEAUTIFUL—the appliance gems of 1961! And this unique advertisement will be only the first in a long series of ads in all the leading home magazines straight on through your big spring selling season. A print promotion unsurpassed in all Westinghouse appliance history!

AND THERE'S MORE! TURN THE PAGE AND SEE...



75

Westinghouse Diamond Jubilee

WEEK AFTER WEEK, YOUR CUSTOMERS WILL SEE
WESTINGHOUSE DIAMOND JUBILEE ADVERTISING



ON TV THE ALL-NEW WESTINGHOUSE PLAYHOUSE
STARRING NANETTE FABRAY AND WENDELL COREY

NEW TIME: 8:30-9 P.M., EST, Fridays beginning January 6.

NEW NETWORK: NBC—coast-to-coast on 167 stations.

NEW PERSONALITIES: Fresh, scintillating, in family situations.

SPECIAL DIAMOND JUBILEE TV PREMIERE:

On February 3, an introductory commercial, followed by others on February 10 and February 24.

Ask your Westinghouse Distributor how you can tie in with the Westinghouse Diamond Jubilee celebration. But hurry! You can be sure...if it's Westinghouse.

National Advertising



Full-Line and Product
Key City Ads



Local Dealer Ads



Radio and TV Spots



Traffic Building
Promotions



Store and Window
Displays



Westinghouse

Westinghouse Electric Corporation,
Major Appliance Division, Mansfield, Ohio

NEW PRODUCTS

FEATURES THIS WEEK

RCA Whirlpool 29-in. washer-dryer combo, also 1961 refrigerators and freezers • Sub Zero and Marvel refrigerators • Roper, Sunray and Suburban 1961 gas appliances • Channel Master and Mathes radios

RCA WHIRLPOOL 1961 Refrigerator Line

The 9-model line of 1961 RCA Whirlpool refrigerators features 5 models with "No-Frost" feature, which eliminates the need for defrosting.

Other new features in top models of the line include swing-out storage shelves in the refrigerator and freezer compartments of the premium model, the 16-cu.-ft. Mark 61.

Egg storage, provided by door racks in the 1960 line, is moved to a lightweight, portable bin which fits any shelf inside the 1961 refrigerator, or for longer storage, may be placed inside the high-humidity crisper. Easy to carry, the portable bin holds 2 doz. eggs.

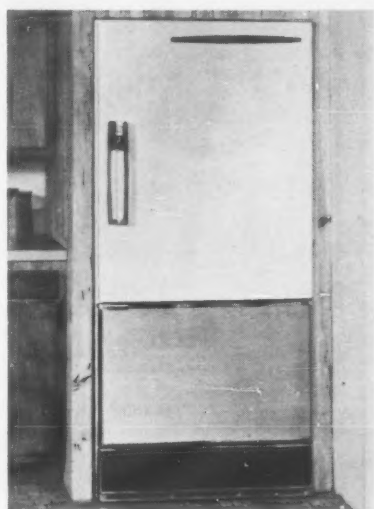
A jet-cold meat chest that maintains an even temperature for fresh meat storage floats in a stream of super-cold air that maintains a constant temperature within 3 degs.

The IceMagic supplies ice cubes automatically without the bother of filling trays with water. As ice cubes are removed from the 100-cube storage bin, IceMagic goes into cycle, automatically producing unique half-moon shaped cubes until bin is refilled.

A jet-cold storage shelf quick-chills such items as desserts, beverages and salads up to 3 times faster than ordinary refrigerator shelves. Beverages kept in door shelves chill up to twice as fast because the cold air is forced through ducts built into the jet-cold shelf onto foods and beverages stored on the door shelves.

Moisture-retaining twin crispers store a bushel of fruits and vegetables; a special humidity-retaining seal helps lock in moisture and freshness.

Built-in architectural styling, the absence of protruding coils on back



RCA WHIRLPOOL MARK 61



SWING OUT SHELF WITH ICEMAGIC

permits flush-to-wall-and-cabinet installation. Units come in choice of white, pink or yellow. RCA Whirlpool Corp., St. Joseph, Mich.

SUB-ZERO Built-In Combination

Tu-Temp built-in combination refrigerator-freezer No. 125 BIRF has been added, making a total of 10 models in the Sub-Zero built-in line. It has a 1/4-hp compressor with service valves; dual adjustable temperature controls; automatic defrost; permanent kick space base; removable front panels, self-venting; neutral tone interior; anodized aluminum pull-out shelves adjustable in height; refrigerator door shelves hold small and tall bottles, butter, cheese, fruit compartments.

All models come in white, pink, yellow or green. Coppertone, copper deluxe, stainless steel and unfinished wood, extra.

Laminar Fibreglas insulation; interior light in refrigerator section; 2 large deluxe pull-out crispers; pull-



out egg basket. Fast freezing freezer shelf; 4 deluxe ice cube trays. Sub-Zero Freezer Co., Inc., Box 2017, Madison, Wis.

RCA WHIRLPOOL 1961 Freezer Line

Five upright and 2 chest freezers are announced by RCA Whirlpool for 1961. "No-Frost" is featured on 2 top-of-the-line models, HM-19V and HM-12V. "No-Frost" freezers have no coils, tubes, plates or other protruding elements in the food storage area to collect frost.

Lacy see-through metal grilles supply the assurance that packages stored in the door shelves are held firmly in place while lending a unique appearance to the interior of the units.

Built-in dispensers hold up to 26 vari-sized juice and soup cans and up to 40 packages. Designed for easy removal, the dispensers tell at a glance when supplies are low; also insure constant food rotation because items are loaded at top and used from bottom.

3 deep glide-out basket shelves with open grids assure constant circulation of air to maintain constant "zero-degree" temperature. A handy package bin stores small packages for easier location and removal.

A fast freeze fan in chest freezers HI-21H and HI-17H freezes food up to twice as fast as ordinary freezers by blowing jets of cold air directly against stored food. In the 740 lb. HI-21H, 2 slide-in store baskets hold more than 57 lbs. food, and are removable for easy loading and arranging. A deluxe automatic interior light illuminates entire freezer, shuts off when lid is closed. Defrost water drains off in minutes through an easily accessible defrost drain with hose adapter located at front of freezer. A key lock protects food supply; recessed handle in freezer lid; new ribbed styling accents cabinet design; "tite-seal" locks cold air



UPRIGHT FREEZER HM-19V



CHEST FREEZER HI-21H

in and warm air out; ice blue porcelain-enameled stippled interior. The unit can be emptied without ordinary defrosting bother. Lid closes tightly against balloon-type gasket to form a positive seal. RCA Whirlpool Corp., St. Joseph, Mich.

RCA WHIRLPOOL 1961 Washer-Dryer

Available in gas (No. HC-55) and electric (No. HC-50) the new 29-in. combination washer-dryer occupies 1/2 less floor space than a separate washer and dryer of identical capacity. The "Ultimate" measures 29 in. wide, 36 in. high and 25 1/2 in. deep, yet retains a full 10-lb. wash load capacity. It is accomplished by reducing but deepening the diam. of revolving drum from 29 to 27 in.

Features include the filter-stream wash action; modulated heat designed to remove harshness from drying—it dries clothes in accordance with the amount of moisture in fabric—the more moisture, the more heat, as moisture is eliminated, heat automatically diminishes.

A new dispenser concealed under a lid on top automatically spins liquid

and/or powder detergent into water at beginning of wash cycle, next to it is an automatic bleach dispenser that adds diluted bleach during last 4 min. of washing.

An illuminated pushbutton console is located on top of cabinet; 10 push-buttons automatically supply wash and drying for every kind of washable fabric plus air fluff for pillows, and another cycle for damp drying clothes in preparation for drying; 2-speed spinning action removes excess water after wash and rinses, then accelerates to a high speed damp-dry spin of over 500 rpm to remove more moisture before going into the drying cycle.

Prices, HC-50, \$499.95; HC-55, \$529.95. RCA Whirlpool Corp., St. Joseph, Mich.



MATHES Enters AM Radio Field

Curtis Mathes enters AM radio field with a table radio No. 3719 with hi-fi speaker. It contains 6 tubes with rectifier, 1 stage tuned radio frequency, Ferrite antennae, slide-rule dial, full-range tone control, full-range hi-fi speaker, 14x10x4 1/2-in. custom-styled hardwood cabinet of genuine walnut, maple or mountain cherry. Curtis Mathes Mfg. Co., Dallas, Texas.



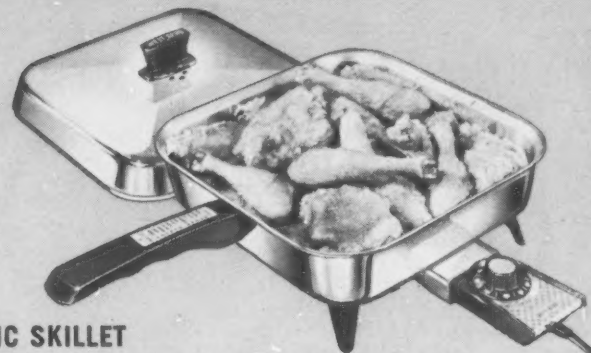
Cook'n Serve Appliances

"Dial" one automatic control for perfect cooking



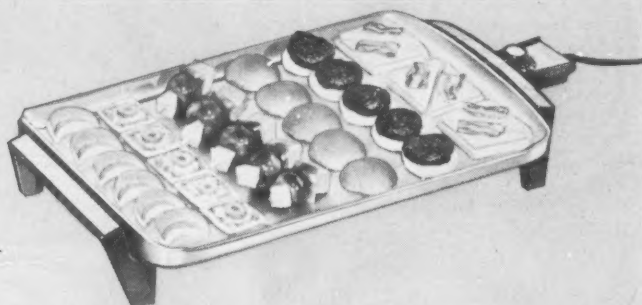
AUTOMATIC SAUCE PAN

Select the temperature and that's the temperature you get throughout the entire cooking surface—balanced heating through triple-thick aluminum. The automatic 3 quart sauce pan, complete with cover and trivet, prepares everything from casseroles to crisp popcorn.



AUTOMATIC SKILLET

Like all West Bend "Cook 'n Serve" appliances, the square skillet is completely immersible with the heat control removed. Skillet fries, pan broils, braises, simmers—even makes candy and bakes cakes. Continuous pouring lip, vented cover and heat-resistant plastic handle.



AUTOMATIC GRIDDLE 'N SERVER

Perfectly balanced heat is assured in this big 200-square-inch automatic griddle 'n server by carefully designed, extra thick cast aluminum. Big and versatile enough to grill three foods at once. Attractively styled for table service—sloping surface to "grease well".

AUTOMATIC WATERLESS COOKER

Big 5 quart size cooks an entire family meal using the recommended "waterless" method. Cover forms water seal to aid in retention of food nutrients. Capable of real family-sized cooking chores, plus keeping foods serving hot. Complete with inset pans, rack and trivet.



AUTOMATIC 30 CUP PARTY PERK

How often have you made coffee for your party by using two or three coffee pots? You probably spent the best part of the evening checking coffee and filling cups. Now with just one completely automatic coffee maker—West Bend's 12-30 cup perk—you can make all the delicious coffee you need. Both cup and saucer fit under easy "press-down" faucet.



—made of famous Reynolds Aluminum

Now Reynolds brings you more shining examples of the many everyday tasks aluminum can perform better. In these fine West Bend Cook 'n Serve appliances and the Party Perk, Reynolds Aluminum distributes heat more quickly and uniformly, without hot or cold spots. It cleans and polishes more easily, and its lighter weight means easier handling.

The Finest Products
Made with Aluminum

are made with

REYNOLDS ALUMINUM

WEST BEND ALUMINUM CO., West Bend, Wisconsin

TV Guide readers lead the Good Life, U.S.A.



This is a major finding of the depth study conducted by Dr. Burleigh B. Gardner and his Social Research, Inc., staff. More so than nonreaders, TV GUIDE families are devoted to participant leisure—touring America, photography, gourmet cookery, gardening, hi-fi, home workshopping. They are *active* in their approach to TV, too. That's why they read TV GUIDE, cover to cover. It provides

the background and information they need to pick and choose what to see. They are *selective viewers*. According to Dr. Gardner, they are also apt to be selective buyers. They have the wherewithal to buy. They pay attention to what is sold on TV GUIDE's pages. Check Starch. Ask Columbia Records, General Foods, Pillsbury—or any of the many new advertisers in TV GUIDE this year.

For a detailed report on the Gardner Study, call your local TV GUIDE office or write TV GUIDE, Radnor, Pa.



**Best-selling
weekly magazine
in America**

WESTINGHOUSE Announces 1961 Dehumidifiers

An automatic no-overflow control and increased capacity are features of Westinghouse dehumidifier line of 3 models for 1961: Deluxe, Custom De-



luxe and Custom Supreme.

With the overflow control the dehumidifier can be used in any part of the house—when the container is full, the unit automatically shuts off, when container is emptied the dehumidifier resumes normal operation.

The humidistat, which has 3 settings, dry, extra dry and continuous run, will automatically shut off at dry when the preset condition has been achieved; it will start again automatically when humidity rises. At the continuous run setting, the dehumidifier will run continuously.

Custom Supreme contains both water overflow control and humidity control. It removes up to 37 pts. moisture from an enclosed area of 18,000 cu. ft. The specially designed air-drying coil has 402-sq.-in. condensing

surface for rapid moisture extraction. Its pearl gray cabinet, aqua blue grille, gold dial has chrome trim.

Custom Deluxe is styled in mint green with white grille and gold dial. Contains an automatic humidity control and removes up to 33 pts. moisture from an area up to 16,000 cu. ft. Both Custom Supreme and Custom Deluxe have smooth rolling casters for easy portability, a 10-qt. plastic container which is accessible at the back of cabinet, and an 8-ft. cord to reach basement ceiling outlets.

Deluxe, in shell white with burnt orange grille removes up to 23 pts. moisture from air in 24 hrs. from a 10,000-cu.-ft. enclosed area.

Both the fan motor and compressor on all 3 models have been oiled for life. **Westinghouse Electric Corp., Electric Appliance Div., Columbus 16, Ohio.**



MODERN MAID Dishwasher

Modern Maid built-in dishwasher has an instrument panel styled almost identical to the oven instrument panel in matching copper tone, brushed chrome, pink, yellow, turquoise or white.

It has 2 separate wash cycles; twin detergent dispenser automatically distributes the right amount of detergent at separate times during wash cycles; 4 powerful rinses. Although total water consumption on extended cycle is 10½ gal., 2,600 gal. of water are circulated over dishes by revolving impeller.

Bottom rack rolls out on nylon rollers and is removable for easy loading. A lazy susan basket revolves in top during rinse and wash cycles. Forgotten pieces can be added. **Tennessee Stove Works, Chattanooga 1, Tenn.**

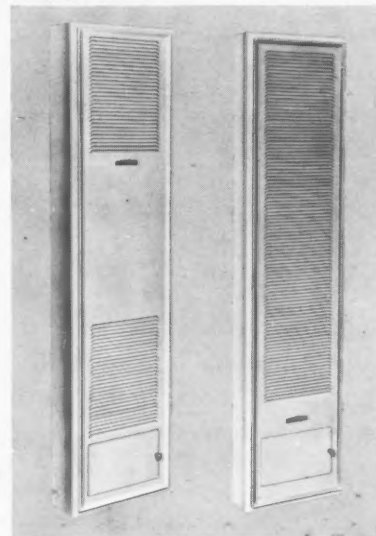
SUBURBAN Built-In Wall Heaters

Samuel Stamping and Enameling Co. announces the newly designed 1961 models of Suburban Counter-Flo built-in gas wall heaters, shown below.

Features include new 1-piece front, contemporary design, porcelain enameled combustion chamber that carries a 20-yr. guarantee.

Suburban Counter-Flo forced air models pull cool air in at the heater top and heated air is blown out at bottom, assuring warm floors.

Single wall Counter-Flo models (left in illustration) are available in 35,000 Btu capacities; dual-wall-gravity models are available in 50,000 Btu capacity (right below). **Samuel Stamping & Enameling Co., Chattanooga, Tenn.**



THIS 4-STEP DEMONSTRATION WILL START A PROFIT PARADE OF Automatic FLOOR-WASHING VACUUM CLEANERS MOVING OUT OF YOUR STORE

NOW... AN APPLIANCE THAT WASHES AND RINSES YOUR FLOORS, PICKS UP THE WATER, DRIES THEM... AND VACUUM CLEANS RUGS TOO!

The all-new appliance that banishes housekeeping's most dreaded task — that of washing floors. Light, handy and easy to use — it washes floors clean, rinses them, picks up the water and dries the floors instantly and automatically. But, once having washed the floor it does not sit idly in

the closet until floor washing time again. It's also a powerful, light vacuum cleaner that will be used every day, either for a thorough deep-down vacuuming of rugs and carpets or a quick tidy-up of floors and rugs. It more than pays for itself with DOUBLE-DUTY SERVICE.



Shetland AUTOMATIC FLOOR-WASHING VACUUM CLEANER

HANDS NEVER TOUCH WATER OR DIRT!

\$49⁹⁵
MODEL 702
110 VOLT AC

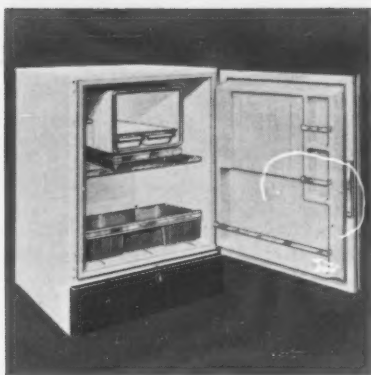
NO MORE THAN A CUSTOMER WOULD EXPECT TO PAY FOR A VACUUM ALONE

And... Introducing the all New Shetland Vacuum Cleaner. Power-full. Feather-light. Powerful for real, deep-down heavy cleaning. One-hand lightness to go anywhere in the house for quick tidy-up. **\$32.95**



Made by Shetland... with the same high standard of quality that has made Shetland the largest selling Rug-Cleaning Floor Polishers in the world.

WRITE, WIRE OR PHONE YOUR SHETLAND MAN TODAY
SHETLAND HOME CARE INSTITUTE., Shetland Industrial Park, Salem, Mass.



MARVEL

Compact Refrigerator

Marvel Industries announces the introduction of a modern 4-cu.-ft. refrigerator for use in medical offices,

clinics, labs and pharmacies.

Styled to fit the most modern interior, the refrigerator is available with standard white enamel door or in copper. The door has no projecting hardware and opens a full 90 degs. even when the refrigerator is placed in a corner. Additional storage space has been provided in the door.

The magnetic latch on the door assures easy opening for technicians and meets all safety standards. An extra-large freezer compartment has also been added. The 1-piece molded plastic interior can't rust, fade, stain, crack or chip.

Designed for recessed or under-counter installation, the hermetically sealed, fan cooled Tecumseh compressor unit requires no ventilation. In 4-cu.-ft. size for 110v or a 12v system. **Marvin Industries, Inc., Sturgis, Mich.**

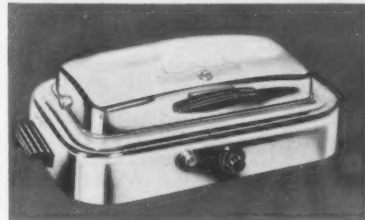
DOMINION Popper and Toaster-Waffler

An automatic corn popper and sandwich toaster-waffler is announced by Dominion for 4th quarter promotion.

The 4-qt. popper, 1712, shuts off when signal light tells corn is popped and no stirring or shaking is necessary; popper bowl is removable for serving and cleaning. Heatproof glass look-in lid; comes with 4 plastic serving bowls and 10 3-oz. packs popcorn.

Sandwich toaster-waffler, 1219, has

reversible grids, fingertip heat control dial; jewel signal light; expansion hinges; built-in overflow. **Dominion Electric Corp., Mansfield, O.**



SINGER "Wax-Packs"

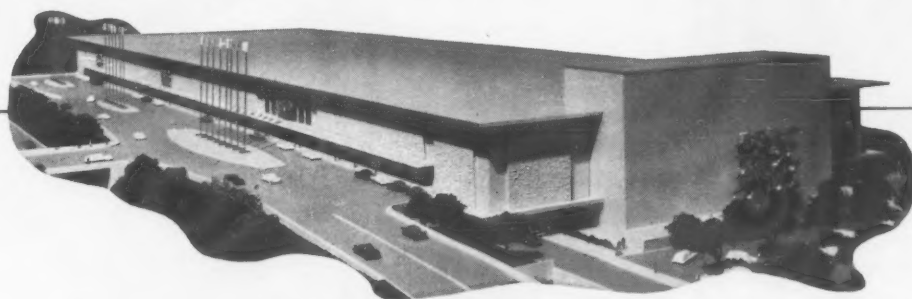
Singer is introducing to the U. S. market new "Wax-Packs": cloth paste wax dispensers with zipper openings for Singer and other make polishers.

They are designed for quick, clean "stand up" application of paste wax. They are zippered jackets that hold several spoonful of paste wax and snap into place over regular polisher brushes. The disc-shaped jackets are made with a bottom section of perforated heavy duck, which allows the wax to be squeezed out evenly by pressure and action of the brushes. Top zippered section is of rubber backed cotton plush to protect brushes.

Packed in transparent cellophane bags, 2 to a bag.

Price, \$1.98 per pair. **Singer Sewing Machine Co., 149 Broadway, New York, N. Y.**

The NHMA proudly invites all the nation's buyers and merchandisers of housewares products to the most comprehensive industry show ever held. Products, people and merchandising ideas will dramatize housewares progress against the spectacular backdrop of Chicago's magnificent new lakefront exposition center. Don't miss the only complete, the only national picture of the housewares industry.



34th NHMA

National Housewares Exhibit

JANUARY 16-20, 1961

McCormick Place - Chicago

Serving the housewares industry since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not for profit)

1130 Merchandise Mart • Chicago 54, Illinois

for quality appliances that always ring the bell:

CALL
GraybaR

990

SUNRAY DecoRANGE Gas Ranges

Designed to stand alone or slide in between base cabinets for the "built-instant look," ranges are available in 3 sizes: 36-, 30- and 24-in. widths.



The recessed top offers lower, more accessible work surfaces at chosen height for homemakers.

Features include big oven window and light; center simmer burners; leatherlike door handles; quiet oven door; oven rotisserie kit; satin chrome burner controls with ebony accents. They have widest 20-in. double capacity oven; helical leg levers; control tower clock timer which includes electric outlet. This miracle module contains all the essential lighting controls; ready reminder dial tells when roast is done—optional equipment. Porcelain enamel top and bottom, inside and out.

In addition an aluminum griddle, spatula and ladle are available extra accessories. **The Sunray Stove Co., Delaware, Ohio.**

ROPER Gas Range

Roper "staggered" top gas range has been re-introduced on the 40-in. Epicure, featured model in the company's 1960 Christmas campaign.

It gives convenient and efficient cooking top space for maximum use, provides more usable cooking space, handier working surface and safe, easy access to utensils, eliminating crowding, reaching over burners etc.

The model also offers full top burner, oven and broiler capacity, automatic 3-way lighting and new low-temperature warming oven. Its features include Tem-Trol automatic top burner, Comfort-Level broiler and bronze porcelain or white lifetime enamel finish.

Other features include new "Flame-Master" low temperature oven with full "keep warm" settings down to 140 degs. for warming plates, defrosting foods etc. **Geo. D. Roper Sales Corp., Kankakee, Ill.**



AMPLI-PHONE Amplifier

Ampli-Phone transforms phone callers' voice into loud speaker volume so everyone can hear and talk. It accommodates all phone receivers and operates on 110-120v ac and dc. It comes in 2 parts, amplifier and a separate 4-in. speaker housed in high impact styrene. Adjustable volume control, indicator light; front picks up voices within room. **Radio Merchandise Sales Inc., Bronx 62, N. Y.**

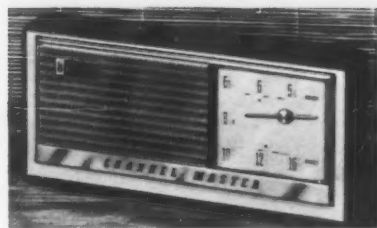


CHANNEL MASTER Transistor Radio

Channel Master has added a new 8-transistor dual-purpose model to its line. The new model No. 6515 serves equally well as a big-speaker home table radio or personal portable.

It has 8 transistors (plus diode and thermistor), an RF amplification stage; and an extra-long built-in antenna to furnish the high sensitivity that enables this radio to provide reception over long distances.

It has a high signal-to-noise ratio. This is made possible by a 3-gang condenser which tunes the RF. A king-size 3½-in. speaker provides superb tone. Vernier tuning and a large dial face permit easy and precise station selection. The cabinet measures 8½x4½x1¼ in. The radio operates on 4 standard "C" batteries,



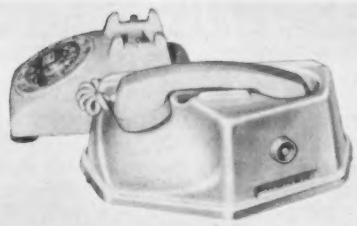
which the manufacturers claim makes it possible to run approximately 3 times longer between battery changes than with penlite cells.

Accessories included with No. 6515 consist of a top grade cowhide, sling-type carrying case which does not obstruct the speaker; shoulder strap; magnetic earphone for private listening, with its own leather case and a plug-in extension antenna.

Price, \$59.95. Channel Master Corp., Electronics Div., Ellenville, N. Y.

Don't tie up a dime in power equipment until you investigate





PHONEX Amplifier

Hands-free telephoning is available with this telephone amplifier. Fully transistorized, completely portable precision electronic instrument, it needs no installation, allows anyone or a group to use phone while keeping hands free for taking notes, etc. Black or ivory.

Price, with transistor battery, \$34.95. National Marine Corp., 1819 Miami St., South Bend, Ind.

ESTEY Announces 1961 Chord Organ Line

Three new 1961 Estey electric console chord organs have just been introduced.

These full-size chord organs contain many "traditional" organ features including variable vibrato, expression pedal, volume control, variable balance control, built-in electronic amplifier, 40 note chord bass with 5 registers, full size 3 octave key board and removable instruction panel.

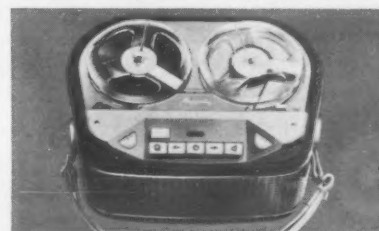
Also featured are "Golden Voiced" brass reeds which are permanently tuned at the factory, and never require service. All models feature new "quiet-key" movements. These models are available in modern walnut, traditional mahogany and ebony zolotone finishes in handsomely styled, full-size console cabinets.

Prices, from \$199.50. Estey Electronics, Inc., 2133 Dominguez St., Torrance, Calif., also manufactured in Brattleboro, Vermont, plant.



AUDIO-EMPIRE Components

Audio-Empire "stereo/balanced" hi-fi components in the "Troubadour" system feature the Empire 208 3-speed mono-stereo transcription turntable with Empire 98 "stereo/balanced" transcription arm mounted on a matching walnut base with satin gold or satin chrome finish, \$142.50 and \$137.50. Dyna-Empire Inc., 1075 Stewart Ave., Garden City, N. Y.



BUTOBA Tape Recorder

The MT-5, added to Butoba's self-powered portable tape recorders made in West Germany, weighs 12 lbs., uses 8 flashlight batteries or a converter for 110-260v ac and 6v dc; dual tracks and speeds; 5-in. reels; fast forward and rewind, pause switch, separate volume and tone controls. Price, \$249.50. Turning Corp. of America, 34 Park Row, New York 33.

MOTO-MOWER'S NEW CREDIT PLAN

- ▶ You need invest no money in your power equipment inventory
- ▶ You can offer low down payment and credit terms to your customers

Moto-Mower recognizes that credit selling and credit buying is the backbone of today's economy.

Moto-Mower now offers its Preferred Dealers a complete credit program to help them increase their sales and profits.

Under this credit program, or floor plan, any participating dealers can have the advantages of

A SECOND SOURCE OF CREDIT

NO INVESTMENT IN INVENTORY

Under this plan, you take in Moto-Mower products, display and sell them and receive full profit without expending any of your own funds.

RETAIL PAY-AS-YOU-MOW CREDIT PLAN

Dealers participating in Moto-Mower's Dealer Credit Plan can offer their customers the Moto-Mower Pay-as-You-Mow Consumer Credit Plan.

Under this plan, you can offer your retail customers credit terms of \$5.00 down with 10 to 20 months to pay.

The costs of this Credit Plan are paid by the mower buyer. You can increase your sales by attracting those *extra* customers who prefer to buy on easy payment terms.

YOU GET THESE ADVANTAGES WITH MOTO-MOWER'S DEALER CREDIT PLAN

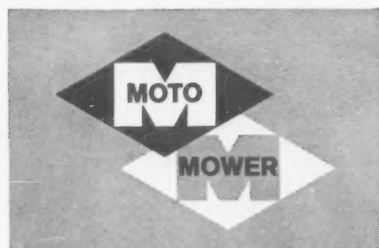
- This floor planning program enables you to present a full line to your prospects showing that you are seriously in the power equipment business... A proven way to increase sales.
- You have a complete inventory on hand early in the season with no capital investment — enjoy a full season of sales activity.
- You increase your profits by earning up to 6% in anticipation discounts.

• The consumer Installment Sales Program available under this plan increases your sales and turnover by making it easy for customers to buy.

• The Consumer Installment Credit Program puts you in an equal or better sales position as compared to any retail outlet in your community because of favorable terms and payment schedules.

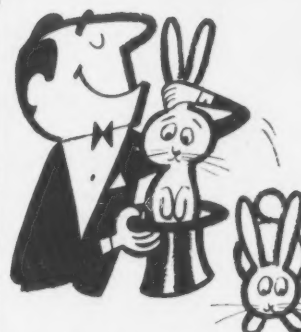
Ask your Distributor for full details on the Moto-Mower Credit Plans, or write direct to Moto-Mower.

Only Moto-Mower offers you a complete, practical factory controlled and administered Credit Program.




MOTO-MOWER, INC. RICHMOND, IND. A Subsidiary of the **DC** Dura Corporation

NOVEMBER 14, 1960



stocks low?
need someone
to "pull one
out of the
hat"?



CALL
GraybaR

Federal Trade Commission Says: Advertisers Beware!

Here's the text of the FTC's "Guides Against Deceptive Advertising of Guarantees."

In determining whether terminology and direct or implied representations concerning guarantees, however made, i.e., in advertising or otherwise, in connection with the sale or offering for sale of a product, may be in violation of the Federal Trade Commission Act, the following principles will be used:

I.—GUARANTEES IN GENERAL.

In general, any guarantee in advertising shall clearly and conspicuously disclose—

(a) The nature and extent of the guarantee. This includes disclosure of—

- (1) What product or part of the product is guaranteed,
- (2) What characteristics or properties of the designated product or part thereof are covered by, or excluded from, the guarantee,
- (3) What is the duration of the guarantee,
- (4) What, if anything, any one

claiming under the guarantee must do before the guarantor will fulfill his obligation under the guarantee, such as return of the product and payment of service or labor charges;

(b) The manner in which the guarantor will perform. This consists primarily of a statement of exactly what the guarantor undertakes to do under the guarantee. Examples of this would be repair, replacement, refund. If the guarantor or the person receiving the guarantee has an option as to what may satisfy the guarantee this should be set out;

(c) The identity of the guarantor. The identity of the guarantor should be clearly revealed in all advertising, as well as in any documents evidencing the guarantee. Confu-

sion of purchasers often occurs when it is not clear whether the manufacturer or the retailer is the guarantor.

II—PRORATA ADJUSTMENT OF GUARANTEES. Many guarantees are adjusted by the guarantor on a prorata basis. The advertising of these guarantees should clearly disclose this fact, the basis on which they will be prorated, e. g., the time for which the guaranteed product has been used, and the manner in which the guarantor will perform.

If these guarantees are to be adjusted on the basis of a price other than that paid by the purchaser, this price should be clearly and conspicuously disclosed.*

*(Note: Guarantees which provide for an adjustment based on a fictitious list price should not be used even where adequate disclosure of the price used is made.)

III—"SATISFACTION OR YOUR MONEY BACK" REPRESENTATIONS. "Satisfaction or Your Money Back," "10-Day Free Trial," or similar representations will be construed as a guarantee that the full purchase price will be refunded at the option of the purchaser.

If this guarantee is subject to any conditions or limitations whatsoever, they shall be set forth as provided for in Guide I.

IV—LIFETIME GUARANTEES. If the words "Life," and "Lifetime," or the like, are used in advertising to show the duration of a guarantee, and they relate to any life other than that of the purchaser or original user, the life referred to shall be clearly and conspicuously disclosed.

V—SAVINGS GUARANTEES.* Advertisements frequently contain representations of guarantees that assure prospective purchasers that savings may be realized in the purchase of the advertiser's products.

Some typical advertisements of this type are "Guaranteed to save you 50%," "Guaranteed never to be undersold," "Guaranteed lowest price in town."

These advertisements should include a clear and conspicuous disclosure of what the guarantor will do if the savings are not realized, together with any time or other limitations that he may impose.

*(Note: The above guarantee may constitute affirmative representations of fact and, in this respect, are governed by Guide VII.)

VI—GUARANTEES UNDER WHICH THE GUARANTOR DOES NOT OR CANNOT PERFORM. A seller or manufacturer should not advertise or represent that a product is guaranteed when he cannot or does not promptly and scrupulously fulfill his obligations under the guarantee.

A specific example of refusal to perform obligations under the guarantee is use of "Satisfaction or your money back" when the guarantor cannot or does not intend to make full refund upon request.

VII—GUARANTEE AS A MISREPRESENTATION. Guarantees are often employed in such a manner as to constitute representations of material facts. If such is the case, the guarantor not only undertakes to perform under the terms of the guarantee, but also assumes responsibility under the law for the truth of the representations made.

sell better because they offer so much more to sell...

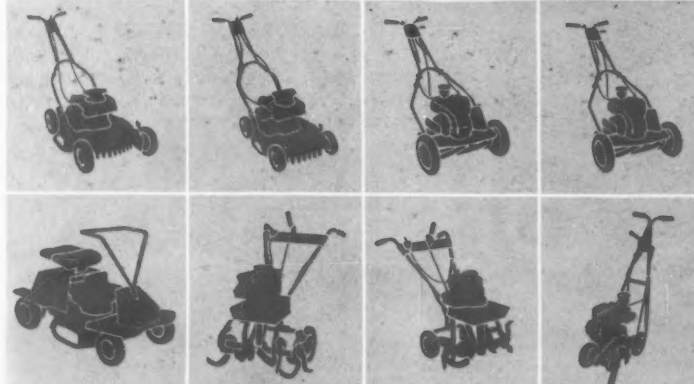


POWER MOWERS AND LAWN EQUIPMENT

You've never carried mowers that sell as easily as the 1961 Certified line. That's because more and more of your customers are becoming quality-mower-conscious. And Certified is the only quality mower line with so many selling features... like the exclusive Certified Hinged-Tip Deflector Blade and exclusive Safety Handle Starter Release. There's a Certified Power Mower for every one of your customers. Simply let them try a Certified... and they'll buy a Certified... the quality mower with all the sales advantages.

Model 2227
22" SELF-PROPELLED
DELUXE ROTARY

- Two-speed transmission
- Hinged-tip deflector blade with 100% crankshaft guarantee
- New wind-up starter
- Safety starter release on handle
- Fingertip choke-o-matic throttle
- Fingertip clutch
- Complete enclosed front wheel drive
- Reinforced heavy duty armor plate steel frame
- Beautiful two-tone "weatherproof" baked enamel finish
- and many more outstanding features!



Contact your Certified jobber or mail coupon below for full details of the famous CertiFIVE Profit Plan!

WESTERN TOOL AND STAMPING COMPANY
2725 Second Ave. • Des Moines 13, Iowa
Dept. EMC-3

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

Sagging Sixty Snags TV Too

CONTINUED FROM PAGE 1
period in 1959.

No disastrous dumping is expected by most manufacturers, who started cutting back production in August, according to Electronic Industries Assn. statistics. For the current 42 weeks, factory production was 5.7% behind 1959's pace or down 287,964 sets.

The inventory situation might not be as clean as it could be. Consoles, where inventory is proportionately higher than other categories, have some manufacturers worried. And the dumping may accelerate in 21-inch merchandise.

"I can't believe that there will be any dumping of 23-inch goods, though," stated one manufacturer, "although there'll probably be a continuation in 21-inch merchandise."

At General Electric and Westinghouse, officials are betting against a year-end dump. And Ben Abrams, president of DuMont-Emerson, believes "there will be little, if any, dumping."

"Inventory carry-over will be good, salable merchandise," an industry official pointed out.

"A panic? No," explained Ross Siragusa Jr. of Admiral, "but the situation might not be as clean as it should be."

Hit hardest by this down draft, of course, are the factories and distributors. At the end of October, estimated Leonard C. Truesdell, Zenith's astute vice president, distributor-to-dealer sales showed less than 4.6 million units sold. To hit 6.0 million units industry would have to sell at a 1.4 million clip for the final two months or 50% greater than October's pace.

"I'm not encouraged," explained Truesdell. "The picture is not as good as it was a year ago."

Retailers apparently are faring much better and will probably not feel the brunt of the sag as much as producers and wholesalers. In the retail market, sales through Sep-

tember were up 7.57%, or 288,787 sets ahead of the same 1959 period, according to EIA. From another angle, retail sales were off 0.07% at the nine-month mark, according to an EM Week survey of 22 utilities across the nation. The utilities represent over 6.5 million customers (13% of the buying public) in every major trading area but metropolitan New York.

First decline in retail business came in September, according to Packard-Bell's Fred Kopesky and that was less than 10%. Kopesky now feels that the water is out of the retail situation.

What happened to clobber early predictions still remains a nagging question for the industry.

A general downward trend in the nation's economy is the cause, according to General Electric: "This trend, which affected hard goods earlier in the year, did not show up in television until about mid-year."

Many blame the way the switch from 17- and 21-inch models to 19's and 23's was handled. A little over a month ago, Admiral's Ross Siragusa Jr. touched off a full-blown industry storm by blaming other manufacturers for poor planning in the switchover, including unusually high prices on the 19- and 23-inch models "to serve as an umbrella and to try to convince the dealers of a wide price spread between the old and the new."

Rival manufacturers, responding vehemently, fixed the blame principally on Admiral for pricing the newer models, despite their higher cost, at substantially the same price as the 17's and 21's.

Others took the G-E line—that the same economic factors which have plagued the economy have finally caught up with television.

"Forced selling in the first half," said one executive, "to dealers of 17- and 21-inch goods which sat relatively still, while prices for 19's and 23's came down to almost the same level is the big reason."

"So now, who needs a 17 when they can get a 19 and who needs a 21 when 23 is magic and the price differential is not that large?"

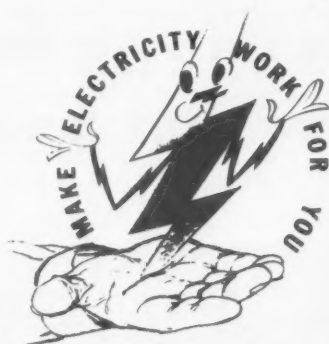
Frank Queries And Replies

CONTINUED FROM PAGE 8

such as ski pants, sweaters, and upholstery and carpets which can be cleaned with home laundry equipment," said S. Jack Davis, Chemstrand Corp.

Wool will be coming into the home laundry—on the horizon, new processes which will permit wash-and-wear wool, predicted Dr. Mary Morris, University of California.

Teaching and demonstrating home laundry equipment took the convention's attention on the morning of the second day. Included was the first announcement of a 17-page "Suggested Outline for the Teaching of Home Laundering," a teaching plan and source material developed by the home economists committee of AHLMA, which will be distributed to home economics teachers in junior and senior high schools and other institutions. Mar-

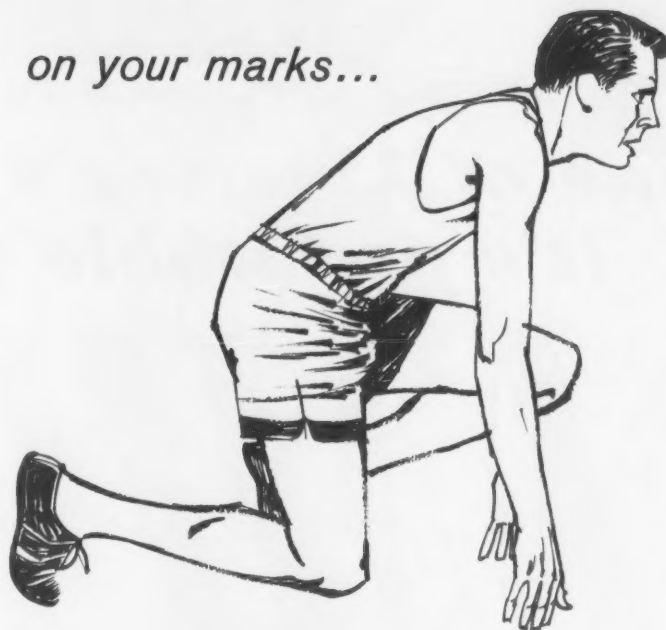


Don't Use It!

NATIONAL ELECTRICAL WEEK sent out the above symbol for promotional use. Now the committee asks participants not to use it and to destroy any reproduction sheet of the symbol. Reason: It's confusingly similar to Reddy Kilowatt, symbol used by many utilities.

Ilyn Pogue, educational director of Ironrite, outlined the purposes of the program.

on your marks...



it's the **go-year**
for **FRIGIDAIRE**

ROOM AIR CONDITIONER DEALERS

new products • new prices • new installation • new way to sell

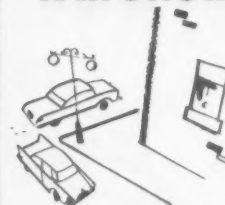
FOR THE MOST ADVANCED FEATURES IN

APPLIANCES, TV, RADIO AND STEREO

PHILCO
YOU NEED



inventory
costs too
high? make
use of our
"million dollar"
warehouses:



CALL
GraybaR

JOHNSTONS

HOME APPLIANCE-TV STORES OF MINNEAPOLIS

*one of America's great retailers finds
it's profitable to put their selling*

EMPHASIS



→ → → → →
on **NORGE**



WHY? Because Norge appliances have the quality that makes them *stay sold*. Because Norge returns a *solid profit*. Because Norge enjoys the *lowest rate of service* in the industry. Because

B-WAC gives dealers and customers the *most flexible credit plan* available. Take it from one of America's great retailers, it will pay you to put your *emphasis on Norge!*

***Here are just a few things Norge is doing right
now to put the emphasis on your sales!***

PRICE PROTECTION PLAN

A new Norge plan that protects every Norge dealer from a reduction in the price he pays for Norge Appliances. Don't fail to get the complete plan from your Norge man in the Red Viking Coat!



ARABIAN NIGHTS SALES BAZAAR

The exciting salesmaking promotion that's pulling in business from coast to coast. Results have already proved what this colorful full-line selling spree can do for you!



NORGE'S GREAT

RED VIKING TROPHY COAT

Watch for the man who's wearing it! He's on his rounds with the Deals of the Decade... and terrific opportunities for you to win fabulous awards in a great new incentive program!



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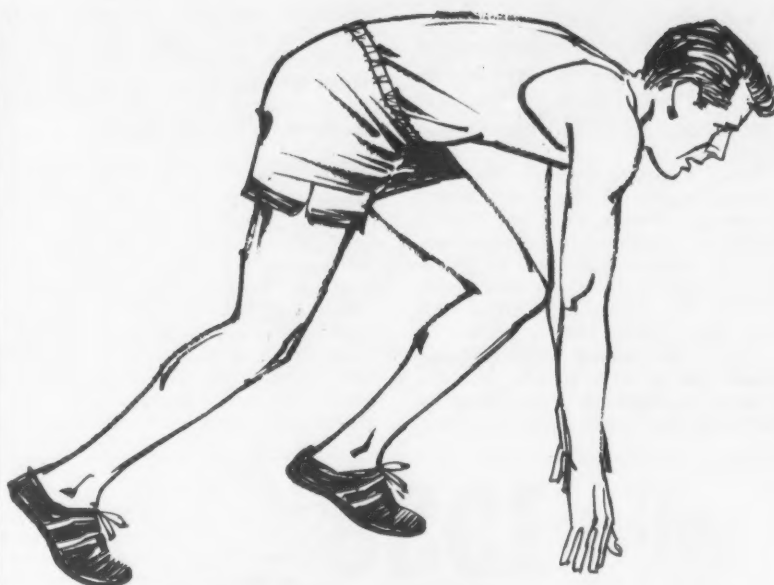
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get set...



it's the **go-year**
for **FRIGIDAIRE**

ROOM AIR CONDITIONER DEALERS

new products • new prices • new installation • new way to sell



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HU. 2-5450

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68 Post Street, San Francisco 4, Cal.
DO. 2-4600

PORTLAND SCOTT HUBBARD
Room 445, Pacific Bldg., Portland 4, Ore.
CA. 3-5118

MERCHANDISING SUPPLEMENT

NEW PRODUCTS— NEW SALES

THIS SECTION CAN BE
ECONOMICALLY USED FOR:

MORE SALES— MORE PROFITS

A special classification for manufacturers desiring advertising in space smaller than the minimum run-of-book display space. The space available in this section is 1 to 6 inches.

REACH ALL BUYING INFLUENCES
RATES—ON REQUEST

LIFSCHULTZ FAST FREIGHT

FASTEST TO BOTH COASTS!



TRUCKLOAD SHIPMENT via LIFSCHULTZ PIGGYBACK

Between Middle West and
Atlantic Seaboard Points

Specify LIFSCHULTZ
and Be Sure It's On Time!

Here Is The Best Appliance Truck
Money Can Buy Because Only The

Escort® OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

1. ALL-STEEL RATCHET STRAP TIGHTENER WITH AUTOMATIC STRAP RECOIL!

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way, and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

2. FAMOUS ROLLER BEARING CRAWLER TREAD!

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE
TODAY

For Full Details And
Descriptive Literature

STEVENS APPLIANCE
TRUCK CO.

DEPT. E BOX 897
AUGUSTA, GA.

Escort

APPLIANCE TRUCKS

MODEL MRT
Magnesium Light!
Magnesium Strong!

MODEL SRT
Rugged, All-Steel
Construction

SOLD ON A MONEY-BACK GUARANTEE!

A Microscope On Shopping Centers

What do regional shopping centers do to older, unplanned districts? It varies, says a survey by Prof. Louis C. Wagner, University of Washington

Dr. Wagner studied Seattle's Northgate, one of the first planned shopping centers in the United States, in relationship to other unplanned shopping centers in North Seattle and to Seattle's downtown district. The study covered a six-year period from 1948 to 1954.

During this period, Northgate obtained nearly 60% of the increase in sales of shopping goods stores in North Seattle, while five competing

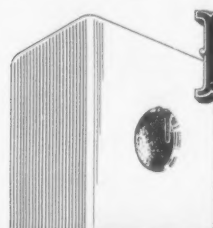
districts together obtained only 12.6% of the increase. Proximity to Northgate apparently had no adverse affect, for an unplanned center near Northgate had the greatest increase of the five studied.

More than 67% of North Seattle residents stated that they did most of their shopping, other than grocery buying, either at Northgate or downtown. Northgate generally appeals to families with children, to persons under 60 years of age and to middle-income shoppers. Elderly shoppers and low-income families are more apt to go downtown. Shoppers who prefer Northgate frequently mentioned parking fa-

cilities, ease of shopping with children and availability of wide selections of merchandise.

From his survey, Dr. Wagner concluded that the downtown business district attracts shoppers in part because of sales and expectations of lower prices, and in part because of the desire to obtain quality or prestige merchandise.

Unplanned districts with the greatest increases in sales obtained most of their growth from the sales of convenience goods stores (groceries, eating and drinking places, service stations, hardware stores and drug-stores) and from those of automotive outlets.



1938

... The year the concept of home laundering was changed forever... the year the first really salable automatic clothes dryer came into being, and appliance dealers suddenly faced the happy prospect of a completely new business potential. Remember? ... It was the year of the HAMILTON JUNE DAY DRYER, and after all those years countless JUNE DAY DRYERS are still in regular use!

Way back then, when Hamilton introduced the automatic dryer, this promise was made to dealers: "... the Hamilton frees you from the expensive nuisance of service calls."



1960

NOW, 22 YEARS AND OVER A MILLION DRYERS LATER...

Hamilton is still keeping that promise. In addition to producing the original automatic dryer, Hamilton has continued to pioneer in the development of many "firsts" to make clothes drying easier, quicker and more convenient for the homemaker with each succeeding year. And in spite of the many features added through the years, that original promise of service-free operation is still true. Hamilton has consistently maintained a service-cost record among the lowest in the industry.

Product features, styling, dependable service to the consumer... low service cost, sound merchandising and promotion programs for the dealer... all add up to more sales and more profit for you.

If you're interested in making more money... on the bottom line where it counts... see your Hamilton distributor for the full story or write Hamilton Manufacturing Company.

When it comes to Electric Appliance Business

YOU'RE A STEP AHEAD WITH HAMILTON / the original...and still the leader

Hamilton

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WIS.

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ELECTRICAL MERCHANDISING WEEK

330 W. 42nd St., N.Y. 36, N.Y.

CONVENIENT
EVERY-MONDAY
FREQUENCY...
EASY-TO-READ
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SPECIALIZED
WRITTEN ABOUT
THIS BUSINESS ONLY...
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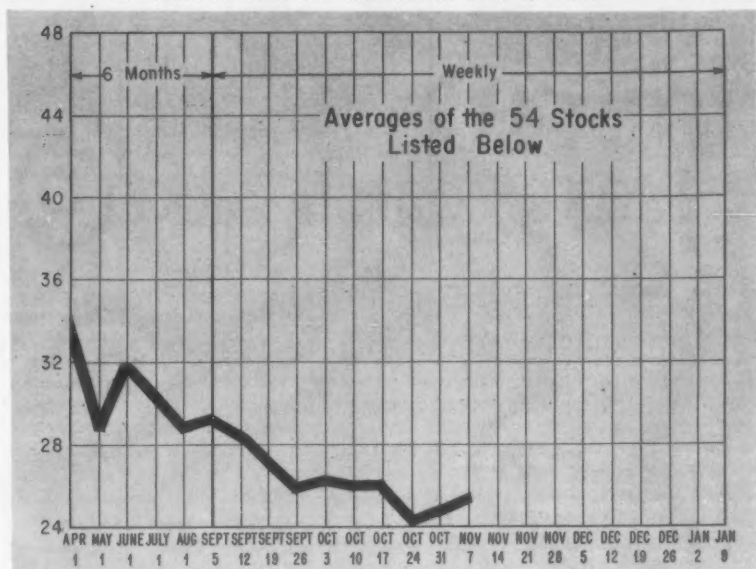
NEWS IN DEPTH
ALL THE FACTS,
AND WHAT THEY MEAN
TO YOU

EVERY MONDAY THE PROS READ
ELECTRICAL MERCHANDISING WEEK



TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS		1960	CLOSE OCT. 31	CLOSE NOV. 7	NET CHANGE
HIGH	LOW				
NEW YORK EXCHANGE					
Admiral	23 7/8	10	10 1/4	11 3/8	+ 1 1/8
American Motors 1	29 1/2	19	19 3/8	20	+ 5/8
Arvin Ind. 1	27 1/2	16 3/4	17 1/8	18 1/4	+ 1 1/8
Borg Warner 2	48 1/2	31 7/8	32 3/8	32 1/2	- 3/8
Carrier 1.60	41 3/4	27 1/8	28 3/8	29 1/4	+ 7/8
CBS 1.40B	45 1/4	36 3/8	37 1/8	38 3/4	+ 1 5/8
Chrysler 1	71 7/8	40	42 5/8	42 5/8	-
Decca Records 1.20	35 3/8	17 3/8	35 3/8	35 3/8	-
Emerson Electric 1	50	33	43 1/2	44 5/8	+ 1 1/8
Emerson Radio .50F	22 1/8	11 1/8	11 3/4	12 5/8	+ 7/8
Fedders 1	20 3/8	15 5/8	16 7/8	17 5/8	+ 3/4
General Dy. 1.75E	58 3/8	33 1/2	37 3/8	38 1/2	+ 7/8
General Elec. 2	99 7/8	70 1/4	73	77 1/4	+ 4 1/4
General Motors 2	55 7/8	41	42	43 1/4	+ 1 1/4
General Tel & El .76*	34 1/8	24 3/4	25	26 3/8	+ 1 3/8
Hoffman Elec. 60	30 1/4	15	16 5/8	16 1/4	- 3/8
Hupp Corp. .37T	13 1/4	6 3/4	7 1/8	7 1/4	+ 1/8
Magnavox 1	55	31 3/4	39 1/4	41 1/8	+ 2 3/8
Maytag 2A	44 1/2	31	32	32 7/8	+ 7/8
McGraw-Edison 1.40	45 3/4	28	32	31 5/8	- 3/8
Minn. M&M .60	88	60	64	67 1/2	+ 3 1/2
Montgomery Ward 2	55 3/8	25 1/2	26 1/8	27 3/8	+ 1 1/4
Monarch .30E	19 7/8	11 3/4	12	11 7/8	- 1/8
Motor Wheel 1	23 1/4	11	11 1/2	11 1/2	-
Motorola 1	98	60 1/2	66 1/2	69 1/8	+ 2 5/8
Murray Corp.	29 1/8	24 3/4	25	24 5/8	- 3/8
Philco 1/4G	38 1/4	17 1/4	18 1/4	18 3/4	+ 1/2
RCA 1B	78 3/8	46 1/2	50 3/8	52 1/2	+ 2 1/8
Raytheon 2.37T	53 3/8	30 1/4	31 1/4	33	+ 1 3/4
Rheem .60	28 3/8	12	12 1/4	14 1/4	+ 2
Ronson .60	13 3/4	9 3/4	12 3/8	12 1/4	- 3/8
Roper GD	21 1/2	14 1/8	16 7/8	19 1/4	+ 2 3/8
Schick	16 3/4	7 3/4	8 3/8	8 3/8	-
Siegler Corp. .40B	43	23 5/8	24 7/8	25 3/8	+ 1/2
Smith A. O. 1.60A	53 3/8	32 1/8	33 1/4	34 1/2	+ 1 1/4
Sunbeam 1.40A	64 1/2	48 1/2	54	54 1/8	+ 1/8
Welbilt .10G	7 7/8	4 1/8	4 1/4	4 3/8	+ 1/8
Westinghouse 1.20	65	45	47 1/4	48 1/2	+ 1 1/4
Whirlpool 1.40	34 7/8	22	24 3/4	26 1/4	+ 1 1/2
Zenith 1.60	129 3/8	89 1/8	103	99 5/8	- 3 3/8
AMERICAN EXCHANGE					
Casco Pd. .35E	10	6 3/4	9 7/8	9 7/8	-
Century Elec. 1/2	9 7/8	6 1/2	7	6 1/2	- 1/2
Herold Rad.	7 7/8	1	1 5/8	1 3/8	- 1/4
Ironrite .25T	10 1/2	6 1/8	6 3/8	6 1/2	- 1/8
Lynch Corp. (Symphonic)	15	9	9 1/4	9 1/2	+ 1/4
Muntz TV	6 1/2	4	4 7/8	4 1/4	- 5/8
National Presto	12 3/8	10 5/8	13 1/2	13 1/2	-
Nat. Un. Elec. (Eureka)	3 7/8	2 1/8	2 1/2	2 1/4	+ 1/8
Proctor-Silex	9 7/8	5 3/4	5 7/8	5 7/8	-
Republic Trans.	6 1/4	3 3/8	4 5/8	4 7/8	+ 1/4
Telectro Ind.	21 3/8	11 1/8	12 1/8	12 1/8	-
MIDWEST EXCHANGE					
Knapp-Monarch	-	-	6 1/4	6 1/4	-
Trav-ler Radio	-	-	6 1/2	6 3/4	+ 1/4
Webcor	-	-	11 1/8	11 1/4	+ 1/8

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. *Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

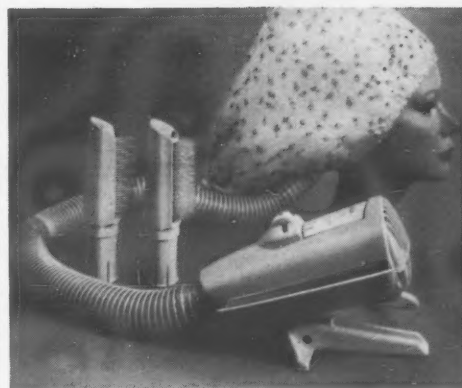
ANALYSIS: Solid investment buying was the big news along Wall Street last week. The market, it now appears, has made an almost full recovery from the woe-ful low of last month although forecasters are not making any rosy predictions for the final quarter, at least not for now, but one thing is sure—the election will have

a decided effect on the market activity for the coming weeks; the market will, in all probability, take a substantial turn upward. The EM Week chart, meanwhile, continues to record slight advances—the average is up this past week 5/8 pt. Minn. M&M has now picked up 6 1/2 pts. in two weeks. Zenith, after healthy gains, dropped 3 3/8.



it's the **go-year**
for **FRIGIDAIRE**
ROOM AIR CONDITIONER DEALERS
new products • new prices • new installation • new way to sell

NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first
from Ronson!

New! Ronson Beauty Trio Hair Dryer lets your customers dry hair three ways ... with exclusive warm air BRUSH and COMB attachments and adjustable HOOD. Also adjustable base for portable use. Stock Beauty Trio in attractive carrying case with "see through" window — makes an outstanding display. suggested retail \$26.95

One year free service on
all Ronson products. 77
national service outlets.

RONSON
International Standard
of Excellence

Ronson Corp., Woodbridge, N. J.

MAIL THIS COUPON TODAY!

RONSON CORPORATION BT-3
One Ronson Road, Woodbridge, N. J.
Attn: Appliance Product Mgr.
Please send me complete information on all Ronson appliances
plus full details of new cooperative advertising program.
NAME _____
COMPANY _____
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CITY _____ ZONE _____ STATE _____

BE SERVICE-SURE

use only this FSP washer pump...
or its individual parts

Casing of special zinc alloy to resist modern detergents and bleaches. Casting machined to close tolerances.

Bearings of Sintered Bronze impregnated with proper oil for long-life lubrication.

Flipper seal of Buna-a-rubber that resists detergents, does not swell... provides positive seal without binding.

Flipper (on stainless steel shaft) of special rubber compound to resist deterioration. Mechanical and chemical bond between shaft and blades resists 9-ft. lb. torque.

Impeller seal of non-porous plasticized carbon; prevents leaks.

Water seal tube of rubber especially compounded to resist deterioration and distortion.

Insert of special Delrin compound. Completely inert; resists detergents, heat, water; maintains shape; no corrosion or abrasion.

Impeller (on stainless steel shaft) of same zinc alloy as casing... to resist galvanic action.

Recirculating Impeller of durable, non-corrosive compound; resists abrasive materials.

Avoid costly service call-backs with FSP replacement parts... exactly like the originals!

Customer satisfaction governs the success of any appliance service. The word "good" or "bad" gets around rapidly. That's why it is so important to maintain the original high quality of RCA WHIRLPOOL appliances with FSP parts... made to original factory specifications... fit right... function properly... last longer. So don't gamble. Be service-sure; protect your reputation and profits with FSP parts!

Factory Specification Parts for

RCA Whirlpool
HOME APPLIANCES

meet the toughest specifications in the industry

Service Division, WHIRLPOOL CORPORATION, St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	112	120	115	2.6% down* (June 1960 vs. June 1959)
RETAIL SALES total (\$ billions)	18.0	18.1	17.8	1.1% up (Sept. 1960 vs. Sept. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	316	330	359	11.9% down (Aug. 1960 vs. Aug. 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	277	276	288	3.8% down (Aug. 1960 vs. Aug. 1959)
FAILURES of appliance-radio-TV dealers	19	31	33	42.4% down (Sept. 1960 vs. Sept. 1959)
HOUSING STARTS (thousands)	103.4	129.4	139.9	26.1% down (Sept. 1960 vs. Sept. 1959)
AUTO OUTPUT (thousands)	149.5**	146.3**	101.6**	47.1% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.9+	19.0+	1.5% down (2nd qtr. 1960 vs. 2nd qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	354.3+	347.0+	338.3+	4.7% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	25.8+	23.7+	24.8+	4.0% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
EMPLOYMENT (thousands)	68,282	68,689	67,241	1.5% up (Aug. 1960 vs. Aug. 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).

**Figures are for week ending October 29, 1960 and preceding week (revised).

+Figures are for quarters.

+ Federal Reserve Bulletin figures (revised).

A Quick Check of INDUSTRY TRENDS

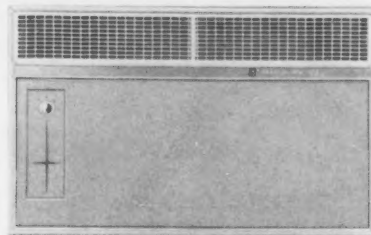
An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	Sept.	56,500	55,100	+ 2.54
	9 Mos.	420,500	373,900	+12.46
DRYERS, Clothes, Electric	Sept.	106,130	115,151	- 7.83
	9 Mos.	538,380	609,043	-11.60
	Sept.	59,378	59,409	- .05
	9 Mos.	287,424	301,383	- 4.63
FOOD WASTE DISPOSERS	Sept.	72,800	84,200	-13.54
	9 Mos.	555,200	560,600	- .96
FREEZERS	Sept.	91,700	101,700	- 9.83
	9 Mos.	875,700	987,700	-11.34
PHONOGRAPH SHIPMENTS	Sept.	531,288	480,184	+10.64
	9 Mos.	3,048,546	2,521,788	+20.89
PHONOGRAPH RETAIL SALES	Sept.	380,499	390,543	- 2.57
	9 Mos.	2,822,223	2,426,598	+16.30
RADIO PRODUCTION (excludes auto)	Week Oct. 28	275,593	331,875	-16.96
	43 Weeks	8,699,318	8,040,008	+ 8.20
RADIO RETAIL SALES	Sept.	1,102,092	928,457	+18.70
	9 Mos.	6,348,421	5,285,878	+20.10
TELEVISION PRODUCTION	Week Oct. 28	123,919	158,551	-21.84
	43 Weeks	4,872,844	5,195,440	- 6.21
TELEVISION RETAIL SALES	Sept.	620,810	684,773	- 9.35
	9 Mos.	4,100,541	3,811,754	+ 7.58
REFRIGERATORS	Sept.	284,900	355,700	-19.90
	9 Mos.	2,655,500	2,906,900	- 8.65
RANGES, Electric, Standard	Sept.	80,400	83,300	- 3.48
	9 Mos.	638,700	707,300	- 9.70
	Sept.	62,400	73,900	-15.56
	9 Mos.	512,500	544,600	- 5.89
RANGES, Gas, Standard	Sept.	*143,100	175,500	-18.46
	9 Mos.	1,119,800	1,244,700	-10.03
	Sept.	*33,700	34,800	- 3.16
	9 Mos.	260,200	255,100	+ 2.00
VACUUM CLEANERS	Sept.	301,935	305,096	- 1.04
	9 Mos.	2,487,986	2,505,983	- .72
WASHERS, Automatic & Semi-Auto	Sept.	279,304	301,201	- 7.27
	9 Mos.	1,913,304	2,193,072	-12.76
	Sept.	73,407	92,911	-20.99
	9 Mos.	556,267	689,137	-19.28
WASHER-DRYER COMBINATIONS	Sept.	17,824	25,461	-30.00
	9 Mos.	118,895	140,554	-15.41
WATER HEATERS, Electric (Storage)	Sept.	*67,500	75,500	-10.60
	9 Mos.	*518,900	642,900	-19.29
WATER HEATERS, Gas (Storage)	Sept.	*223,400	243,800	- 8.37
	9 Mos.	2,112,200	2,287,400	- 7.66

*Preliminary

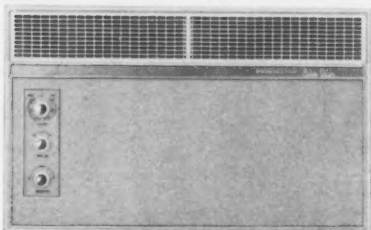
Sources: NEMA, AHLMA, VDMA, EIA, GAMA.

It's the **go-year**
for **FRIGIDAIRE**
ROOM AIR CONDITIONER DEALERS!



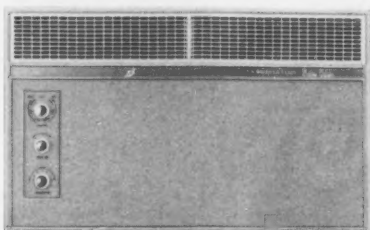
For bedrooms, Model AD-6LD

Cools up to 450 square feet • Capacity 6,000 BTU/hr.*
• 1.9 pints moisture removal per hour* • 115 volts
• Compact cabinet size • Single dial control • Quiet,
one-speed centrifugal cooling fan • Adjustable air
discharge grille • Washable filter.



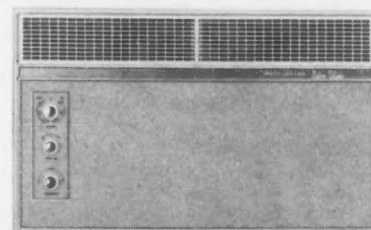
For bedrooms, Model ACD-7LD

Cools up to 525 square feet • Capacity 7,000 BTU/hr.*
• 1.8 pints moisture removal per hour* • 115 volt
operation • Compact cabinet • Thermostat • Fresh
air • Quiet 3-speed centrifugal cooling fan • Adjust-
able air discharge • Washable filter.



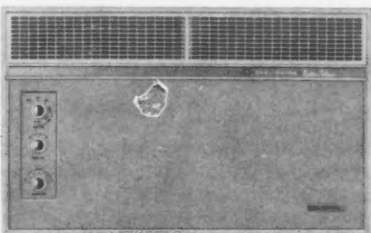
For bedrooms and living rooms, Model ACD-8MD

Cools up to 625 square feet • 8,300 BTU/hr.* ca-
pacity • 2.2 pints moisture removal per hour* • 115
volts • Compact cabinet • Thermostat • Fresh air
• Quiet 3-speed centrifugal cooling fan • Adjustable
air discharge • Washable filter.



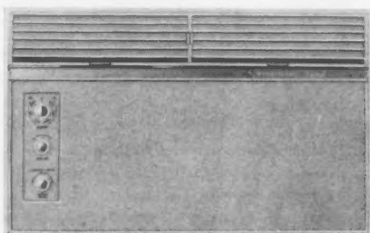
For living rooms, Model ACD-9D

Cools up to 675 square feet • 9,000 BTU/hr.* capacity
• 2.7 pints moisture removal per hour* • 208-230
volts • Compact cabinet • Thermostat • Fresh air
• Quiet 3-speed centrifugal cooling fan • Adjustable
air discharge • Washable filter.



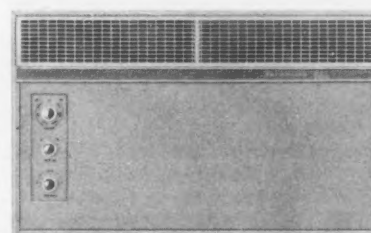
For bedrooms and living rooms, Model ACDR-9D

Cools up to 675 square feet • 9,000 BTU/hr.* cooling
capacity • 10,500 BTU/hr.* heating • 2.7 pints mois-
ture removal per hour* • 230 volts • Compact cabi-
net • Thermostat • Fresh air • Quiet 3-speed
centrifugal cooling fan • Adjustable air discharge
• Washable filter.



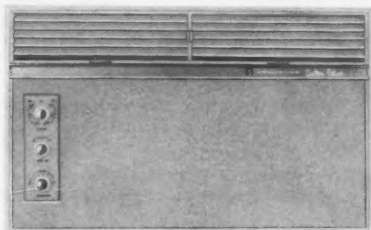
For living rooms and multi-rooms, Model AI-10D

Cools up to 750 square feet • 10,000 BTU/hr.* ca-
pacity • 3.7 pints moisture removal per hour* • 230
volts • Compact cabinet • Thermostat • Fresh air
• Constant Cooling setting • Quiet 3-speed centrifugal
cooling fan • Dial controlled air discharge • Wash-
able aluminum filter.



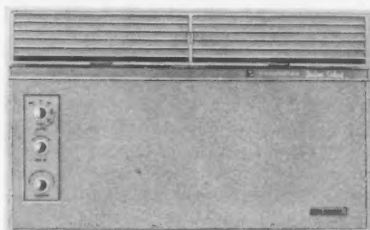
For living rooms and multi-rooms, Model AD-12D

Cools up to 900 square feet • 12,000 BTU/hr.* ca-
pacity • 3.8 pints moisture removal per hour* • 208-
230 volts • Thermostat • Fresh air • Quiet 3-speed
centrifugal cooling fan • Adjustable air discharge
• Washable filter.



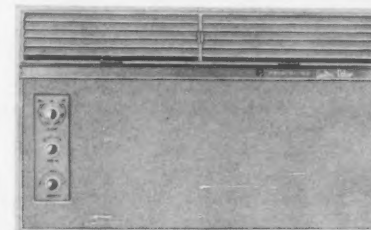
For multi-room use, Model ACD-15D

Cools up to 1150 square feet • 15,000 BTU/hr.*
capacity • 4.8 pints moisture removal per hour* • 208-
230 volts • Thermostat • Fresh air • Quiet 3-speed
centrifugal cooling fan • Dial controlled vertical dis-
charge • Adjustable horizontal air discharge • Wash-
able filter.



For multi-room use, Model ACDR-15D

Cools up to 1150 square feet • 15,000 BTU/hr.* cool-
ing and heating capacity • 4.8 pints moisture removal
per hour* • 230 volts • Thermostat • Fresh air
• Quiet 3-speed centrifugal cooling fan • Dial con-
trolled vertical air discharge • Adjustable horizontal
air discharge • Washable filter.



For multi-room use, Model ACD-19D

Cools up to 1450 square feet • 19,000 BTU/hr.* ca-
pacity • 6.4 pints moisture removal per hour* • 208-
230 volts • Thermostat • Fresh air • Quiet 3-speed
centrifugal cooling fan • Dial controlled vertical
air discharge • Adjustable horizontal air discharge
• Washable filter.

new products

CAPACITIES for solid comfort
everywhere

No matter where you're located or
where a room air conditioner is to
be installed, your customers really
want just one thing: *solid comfort*.
That's fast cool-down for the whole
area... and ample capacity to keep
it that way. A quick look at the new
Frigidaire line should convince you
that Frigidaire means business in
1961... business for *you*.

new prices

PRICES that let you
compete in your market

Your Frigidaire representative will
give you the facts, but we can say
this: you will be in a unique posi-
tion, in 1961, to meet both bottom-
of-the-line and top-of-the-line
competition with real Frigidaire
room air conditioner quality in
all 10 models. And even the
lowest priced model sacrifices
nothing in basic, full capacity cool-
ing performance.

new installation

"DO-IT-YOURSELF" or money-
saving dealer installation

Every new Frigidaire Room Air Con-
ditioner comes with an installation
kit that lets do-it-yourselfers—even
unhandy Harrys—install them in
standard double-hung windows with
only simple household tools. Ob-
viously, your own installers can
quickly save you dollars on every job.

new way to sell

ASK JUST 3 QUESTIONS to
sell the mass market

Just 3 simple "non-engineering" ques-
tions will enable all but the most inept
salesman to qualify his prospects quickly,
accurately. Then it's a simple matter to
steer them to the Frigidaire model with
the right capacity, the most appealing
features—and the right price! Your
Frigidaire representative can give you
the formula!

*Capacities shown are tentative.



FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

FRIGIDAIRE DIVISION, GMC, DAYTON 1, OHIO

Advanced Appliances designed with you in mind



THE DIFFERENCE IS DEMONSTRABLE!



What two ping-pong balls can tell you about Stereo cabinetry

This is basic marketing philosophy at General Electric: *to enter a new market only when its products can bring a basic improvement in value to the consumer.*

With Stereo, that time is now. And the difference is demonstrable. For example . . . every General Electric Stereo console is built of fine vibration free *hardwood* throughout. Compare with a competitively priced pressed wood model

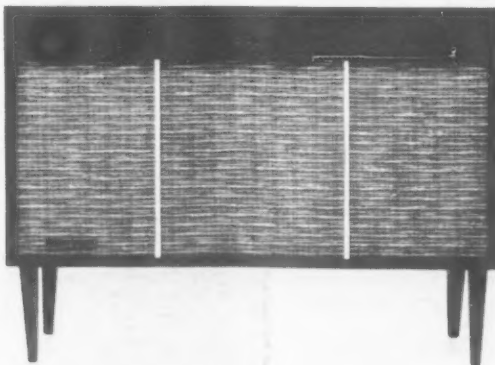
of another brand: Suspend two ping-pong balls on a string, just touching the sides of the two cabinets. Put the same record on both sets, turn up the volume and watch. On the pressed wood cabinet, the ping-pong ball bounces to every vibration. But the General Electric all hardwood console vibration is nil, the ball doesn't move.

This demonstrates how *hardwood* in General Electric consoles kills tone-destroying cabinet

vibrations while pressed wood intensifies them.

Another demonstrable difference is the "Vacu-Magic Cleaner." Sprinkle cigarette ashes on the record and let them be swept up as the record turns. And slipping a record out of its jacket without smudging it demonstrates the "Record Saver."

This is part of what we mean by the "demonstrable difference" General Electric retailers enjoy. You can hear it, you can see it, you can *sell* it!



RESONANT STEREO

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